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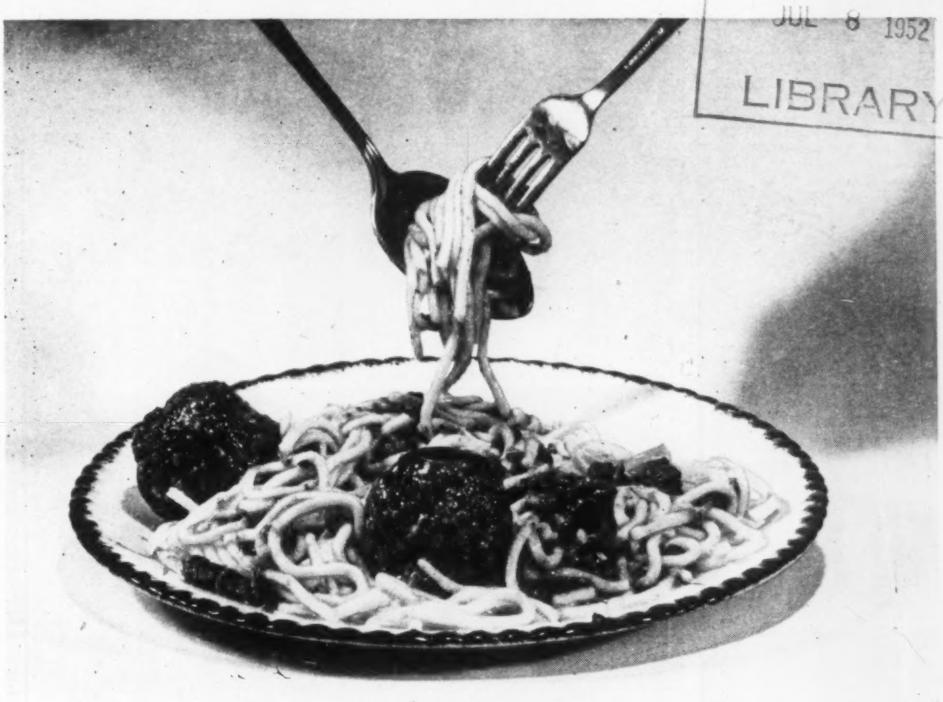
21ST year

The Newsweekly of Radio and Television



Like meatballs go with spaghetti

That's how *profitable advertising* goes with W-I-T-H in Baltimore! And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

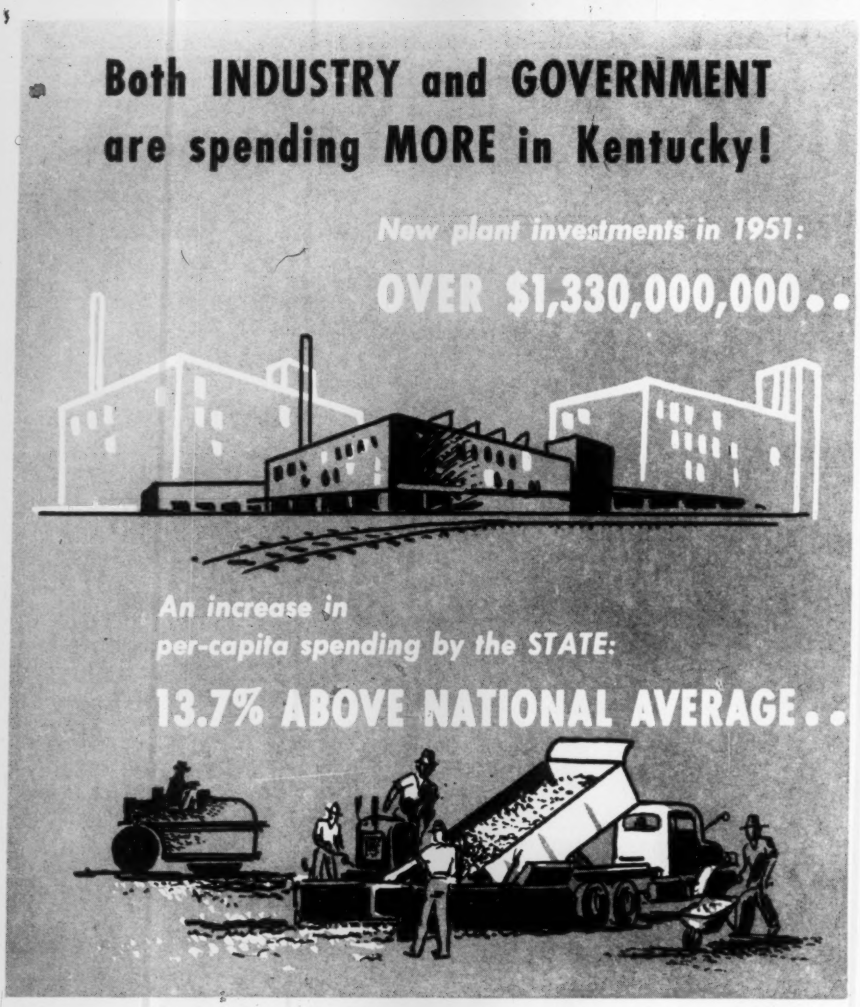
Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **W-I-T-H**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

Go where there's GROWTH... GO WHAS!


Both INDUSTRY and GOVERNMENT
are spending MORE in Kentucky!
New plant investments in 1951:
OVER $1,330,000,000..
An increase in
per-capita spending by the STATE:
13.7% ABOVE NATIONAL AVERAGE..

Louisville's phenomenal industrial growth is being reflected throughout Kentucky. Since 1951, investments of more than $1,330,000,000 for expansions and new plants have been announced . . . of which approximately *one billion dollars* is being spent *outside* the Metropolitan Louisville area.

In step with the tremendous industrial growth of Kentucky is the State's improvement spending. Kentucky's increased rate of spending tops the U.S. average by a healthy margin. From 1949 to 1951 Kentucky's per-capita expenditures for all purposes increased 13.7% *more* than the national increase for the same period.

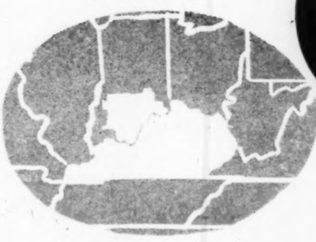
GO WHAS!

No other station, or group of stations in this market can match the audience delivered by WHAS . . . seven days a week; morning, afternoon and night!

As in Farm, Sports and News programs, WHAS-produced folk music shows have greater listenership than programs presented at the same time by all other Kentucky stations combined.

CBS
WHAS
Louisville, Kentucky

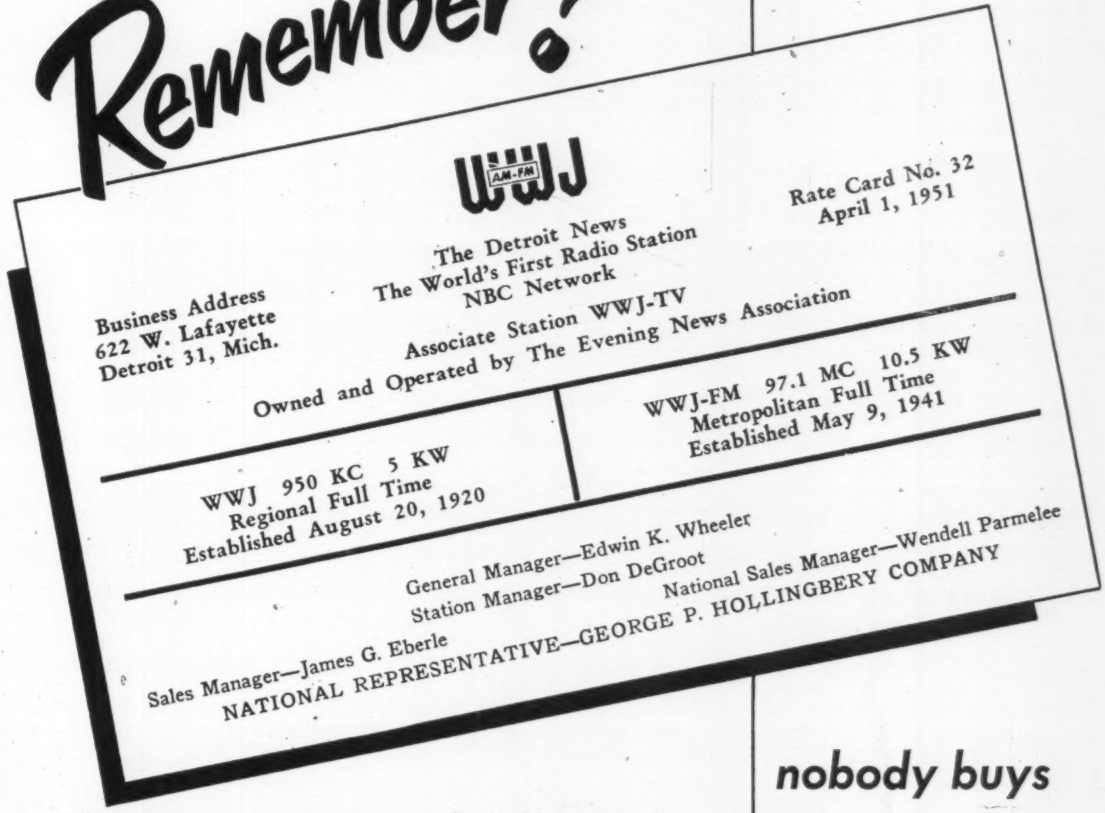
THE WHAS MARKET
105 Kentucky counties
25 Indiana counties



ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

This is a **RATE CARD . . .**

Remember?



WWJ AM-FM

The Detroit News
The World's First Radio Station
NBC Network

Rate Card No. 32
April 1, 1951

Business Address
622 W. Lafayette
Detroit 31, Mich.

Associate Station WWJ-TV

Owned and Operated by The Evening News Association

WWJ 950 KC 5 KW
Regional Full Time
Established August 20, 1920

WWJ-FM 97.1 MC 10.5 KW
Metropolitan Full Time
Established May 9, 1941

General Manager—Edwin K. Wheeler
Station Manager—Don DeGroot
Sales Manager—James G. Eberle
National Sales Manager—Wendell Parmelee
NATIONAL REPRESENTATIVE—GEORGE P. HOLLINGBERY COMPANY

nobody buys WWJ for less, . . . nobody pays more.

At WWJ, The World's First Radio Station, we believe in setting rates and sticking to them.

Down through the years our rates have been set—and adjusted as factors warranted—to reflect honest appraisals of WWJ's accepted value in America's great fifth market.

If new trends and influences disturb this market or WWJ's value, a new rate card will be published and enforced.

For 32 years, WWJ management has been interested in strengthening radio through sound business practices. Along with other forthright builders of broadcasting, we have always dealt on top of the table.

We intend to keep on dealing that way.

WWJ
Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

THE WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WDEL-TV
YOUR STATE POLICE

Know "Your State Police"

Delawareans *do* know their State Police, thanks to an exciting weekly program, seen on WDEL-TV at 10:30 p.m. Monday nights. Purpose of the program is to supply the citizens of Delaware with first-hand information about the work of the State Police, and to demonstrate the efficient way in which that work is performed.

On a recent Monday night, WDEL-TV's Jim Adshead submitted to a lie-detector test, administered by Lt. C. C. Seitz, of the Delaware State Police, while Col. Harry L. Shew and Maj. Carl Schnetter watched with interest. Another recent telecast featured Lt. William H. Horney, in an exhibit of firearms; and Trooper First Class Linden F. Ballance, in a realistic firearms demonstration.

"Your State Police" is one of a number of stimulating public-service programs presented by WDEL-TV as a contribution to better community understanding.

WDEL-TV
Wilmington, Delaware
A STEINMAN STATION

WDEL AM TV FM

Represented by
ROBERT MEEKER Associates Chicago • San Francisco • New York • Los Angeles

at deadline

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CLOSED CIRCUIT

FCC SPENT hours last Thursday discussing ABC-United Paramount severance case petition, seeking prompt action on merger of network and theatre chain, with prospects of action this week. Commission is concerned about reduction of competition if ABC can't stand financial gaff, as well as situation confronting some 300 affiliates of network [B•T, June 30]. FCC may not go all way requested, but it's good guess that substantial relief will be granted.

WITHIN NEXT FORTNIGHT announcement will be made of appointment of Charles R. Denny to new position of responsibility in NBC. This will constitute second phase of "integration" reorganization, first of which was naming of vice presidents Pat Weaver and Frank White in charge of radio and TV network operations. While President Joseph H. McConnell hasn't indicated precise status of Mr. Denny it's deduced it will be top-level in non-network field, embracing owned and operated stations and spot sales in both radio and TV.

AFTER THREE years of TV, Chevrolet is planning return to large scale spot radio (transcribed). One of first spot users in early thirties, Chevrolet reportedly has found it isn't reaching important hinterland markets, and that this year, for first time in many, it has lost first place in small car field to Ford (which uses extensive radio). Agency: Campbell-Ewald, Detroit and New York.

IN FURTHERANCE of plan to acquire key station in Los Angeles, NBC financial Vice President Joseph Heffernan left late last week for Los Angeles, and will be joined there early next month by NBC President Joseph H. McConnell. It's open secret [B•T, June 30] that network seeks to purchase an existing outlet, now that it has sold KOA Denver, subject to customary FCC approval. Negotiations are indicated with KFI, present NBC affiliate, independent KMPC, owned by Richards estate, and KFWB, owned by Harry Maizlish. Past negotiations with KFI and KMPC have foundered on price. At one time Earle Anthony placed an $8,000,000 tag on KFI, but that was pre-TV. Conversations concerning KMPC, it's reported, have hovered around million mark.

NEGOTIATIONS under way for Muzak, wired radio firm, to enter "beep" broadcast field of functional music through purchase of Air Music Inc., New York, from Linton Wells for price unofficially estimated at $500,000. Air Music provides music for stores, restaurants, etc., via broadcasts by WGHF (FM) New York.

STEPS have been taken toward lifting "freeze" of AM processing lines at FCC, which have seen many routine cases bogged down for months-on-end. Evidenced during last fortnight is vast improvement in rate of

(Continued on page 6)

WOR-TV GOES ALL-NIGHT; SUTHERLAND TO TELERADIO

IN SECOND departure from "standard" programming concept under new ownership by General Tire & Rubber Co., WOR-TV New York announced Thursday it will inaugurate all-night live programming on six-nights-a-week basis, effective July 19.

Variety program, built around name disc jockey yet to be selected, will start at 11:30 p.m. Monday through Saturday, running till 5 a.m. Monday through Friday and till 6 a.m. Saturdays.

Meanwhile, General Teleradio Inc. — which consists of all of General Tire's radio-TV properties, including WOR and WOR-TV, Yankee and Don Lee networks, and majority of Mutual stock—officially announced Thursday it had retained John Sutherland, head of John Sutherland Productions, as consultant on TV films [B•T, June 30]. Details of his assignment were not disclosed, but it has been assumed he will figure prominently in new television program and sales organization being developed by General Teleradio under name of General Telecasting System. Other clients of Mr. Sutherland, veteran producer and writer, include General Electric Co., National Carbon Co., and AT&T.

CONVENTION SCHEDULE

SCHEDULES of network radio and TV pickups from Republican convention floor this week were firming up Thursday, with all networks reporting they will carry daily broadcasts and telecasts starting at 12:30 p.m. and extending at least to 3 p.m., and starting again at 9:30 p.m. and running to 11 p.m. or later. To protect against delays in convening of sessions, networks are planning special shows to "fill in" as necessary, in addition to other special political programs spotted throughout day and evening. Convention opens today (Monday) in Chicago.

RCA TV TRANSMITTERS

TWO NEW UHF transmitters added to RCA Victor Division's television equipment line. They have full frequency range and output ratings of 5 kw and 50 kw, giving RCA a full range up to 1000 kw, according to T. A. Smith, assistant manager. The new models employ Klystron power amplifier tubes and are housed in vertical panel cabinets with roll-back doors. Styling matches related RCA equipment. RCA also announced new 50 kw high-gain high-power UHF antenna capable of boosting 50 kw input to provide 1000 kw ERP.

WPAT RATES UP

ADVERTISING rates of WPAT Paterson, N. J., increased approximately 15% on average throughout broadcast day in rate card effective July 7. No increase made in rates for spot announcement. D. J. Wright, executive vice president, said increases are due to rapid audience growth. He said station business was up 36% for first five months of 1952.

BUSINESS BRIEFLY

JOINT TV SHOW ● Hamilton Watch Co. and International Silver Co. to sponsor TV program, *Jewelers' Showcase*, beginning about Oct. 1 on selected key market stations, coast-to-coast. Firms will alternate as sponsor of 39-week series, which will comprise drama, mystery and comedy films. Spot placement permits best possible evening time, sponsors believe. Agencies, BBDO for Hamilton and Young & Rubicam for International.

CHEMICAL SPOTS ● American Cyanamid Co., N. Y. (tobacco plant spray) planning extensive spot radio campaign starting in October in tobacco areas (Ky., N. C.). Agency, Hayard Agency, N. Y.

FLUFFO RADIO ● Procter & Gamble Co., Cincinnati (Fluffo) considering spot radio series starting mid-July in Southwest and Southeast. Agency, Compton Adv., N. Y.

COLGATE TEST ● Colgate-Palmolive-Peet Co., Jersey City, will use spot radio test for new product. Agency, Sherman & Marquette, N. Y.

ETHYL ON NBC-TV ● Ethyl Corp., N. Y., sponsoring *Ask Me Another*, Louis G. Cowan Inc. package, on NBC-TV, Thurs., 10:30-11 p.m., as of July 3. Agency, BBDO, N. Y.

PHILCO SIGNS ● Philco Corp., Philadelphia to sponsor Edwin C. Hill news on ABC radio Mon.-Fri., 10:30-10:35 p.m., effective Sept. 1. Agency, Hutchins Adv., N. Y.

EMERSON NAMES AGENCY ● Emerson Drug Co. (Bromo Seltzer), names Lennen & Mitchell, N. Y., to handle its advertising effective as soon as arrangements can be made. BBDO had serviced account, which is estimated at $2 million, including radio and TV.

TWO-TV HOMES

SURVEY measuring extent of multiple-TV-set ownership in metropolitan New York, conducted by Pulse Inc. in 1,000 TV homes in 12-county area, indicated 156,700 families in New York area own more than one set, accounting for 4.4% of total video group, Pulse Director Sydney Roslow reported Thursday.

In addition, it was said, 334,770 families (9.4% of all those with TV) have bought second set but no longer possess original model.

DEFINE 'BROADCASTING'

REDEFINITION of the meaning of "broadcasting" to bar subscription radio or TV was promised in next session by Rep. Carl Hinshaw (R-Calif.) during discussion of conference report by House last Wednesday. Referring to Phonevision and other types of subscription TV, as well as Muzak radio "pig-squeal" operation proposed before war, Mr. Hinshaw said his bill would class such services as common carrier or "contract service of some sort."

for more AT DEADLINE turn page

XUM

at deadline

SECOND TV SURVEY SHOWS PROGRESS SINCE CODE

PROGRESS in TV programming shown in last six months by second survey of Parish Council of Catholic Women, St. James Catholic Church, Falls Church, Va. Original survey last winter was critical of programming. New data show parents consider children's programming improved in moral standards, hour of showing, and educational value. Parents requested further improvements, including less shooting and violence in child viewing hours; move of late high-child-appeal programs to earlier time; more dramas based on history, books, plays; "decenter" costumes; elimination of suggestive dialogue and dances; good movies that are both entertaining and educational. Of the 12 programs that reached top rating, nine were rated as educational by at least 70% of parents.

RENEWALS GRANTED

SIXTEEN TV stations and 72 AM stations granted license renewal by FCC Thursday:

WAVE-TV and WHAS-TV Louisville, WDEL-TV Wilmington, WJAC-TV Johnstown, Pa., all conditioned on channel changes required under final allocation of Sixth Report [B•T, April 14]; WFAA-TV Dallas; WBAP-TV Fort Worth; WICU (TV) Erie, Pa. (Comr. Robert F. Jones for temporary extension); KPRC-TV Houston; KRLD-TV Dallas; WPTZ (TV), WCAU-TV and WFIL-TV Philadelphia; KEYL (TV) and WOAI-TV San Antonio; WFMB-TV Indianapolis; WSM-TV Nashville.

KHBL Plainview, Tex.; WKSU-FM Kent, Ohio; KAGH Crossett, Ark.; KAKE Wichita, Kan.; KANE New Iberia, La.; KASA Elk City, Okla.; KBIZ Ottumwa, Iowa; KBMY Billings, Mont.; KELK Elko, Nev.; KJRL Pocatello, Ida.; KFBC Cheyenne, Wyo.; KFMO Flat River, Mo.; KFOR Lincoln, Neb.; KGBS Harlingen, Tex.; KGY Olympia, Wash.; KHBG Okmulgee, Okla.; KHOZ Harrison, Ark.; KHUM Eureka, Calif.; KIUL Garden City, Kan.; KMBY Monterey, Calif.; KODY North Platte, Neb.; KRDO Colorado Springs, Col.; KRDU Dinuba, Calif.; KRNO San Bernardino, Calif.; KROY Sacramento, Calif.; KRXL Roseburg, Ore.; KVLF Alpine, Tex.; KVNI Coeur D'Alene, Ida.; KWAK Stuttgart, Ark.; KWIL Albany, Ore.; KWOS Jefferson City, Mo.; KWRC Pendleton, Ore.; KXLE Ellensburg, Wash.; KXLJ Helena, Mont.; WAIN Columbia, Ky.; WATN Watertown, N. Y.; WATT Cadillac, Mich.; WBAX Wilkes-Barre, Pa.; WBBW Youngstown, Ohio; WBEJ Elizabethton, Tenn.; WCEM Cambridge, Md.; WDXB Chattanooga, Tenn.; WGVA Geneva, N. Y.; WHIZ Zanesville, Ohio; WIBU Poynette, Wis.; WJIM Lansing, Mich.; WJMC Rice Lake, Wis.; WJON St. Cloud, Minn.; WKBV Richmond, Ind.; WLAG LaGrange, Ga.; WNAH Nashville, Tenn.; WOMI Owensboro, Ky.; WOMT Manitowoc, Wis.; WPAX Thomasville, Ga.; WPKE Pikesville, Ky.; WSDR Sterling, Ill.; WJBY Gadsden, Ala.; WSOC Gastonia, N. C.; WULA Eufaula, Ala.; KDEC Decorah, Iowa; KAVE Carlsbad, N. M.; WGBF Evansville, Ind.; WHBU Anderson, Ind.; WHOT South Bend, Ind.; WHUM Reading, Pa.; WISH Indianapolis; WJNC Jacksonville, N. C.; WJPD Ishpeming, Mich.; WJPS Evansville, Ind.; WJTN Jamestown, N. Y.; WKAY Glasgow, Ky.; WKBR Manchester, N. H.; WKLO Louisville; WKOK Sunbury, Pa.; WLBJ Bowling Green, Ky.; WLOK Lima, Ohio; WMFG Hibbing, Minn.; WOBT Rhinelander, Wis.; WOCB West Yarmouth, Mass.; WOPI Bristol, Tenn.; WPNF Brevard, N. C.; WRAL Raleigh, N. C.; WRTA Altoona, Pa.; WSKI Montpelier, Vt.; WSNJ Bridgeton, N. J.; WSOK Nashville, Tenn.; WTAX Streator, Ill.; WWCA Gary, Ind.; WWCO Waterbury, Conn.; WWON Woonsocket, R. I.; WROV Roanoke, Va.; KFQD Anchorage, Alaska. (Comr. Paul A. Walker voted for hearing because of station's advertising of hard liquor.)

BUY ALASKAN GROUP

THREE MORE national advertisers buying participations in local programs of all six stations of Alaska Broadcasting System. They are: Warner-Hudnut Corp. through Kenyon & Eckhardt, N. Y.; International Milk Processors Inc. (Med-O-Milk), Chicago, through John W. Shaw Adv., Chicago; and Monarch Wine Co. (Manischewitz wine), Brooklyn, through Donahue & Coe, N. Y.

In this Issue—

CBS Radio affiliates at mass meeting in New York demand return to nighttime radio network rates preceding 10% cut of a year ago, an increase in daytime rates; an end to under-the-table selling and restoration of "respectability" in network business. Upshot of the meeting is at least a staving-off of rate reductions proposed by CBS. *Page 23.*

MORE than $157 million worth (construction cost alone) of TV station applications are on file with FCC, as Commission begins processing requests in priority cities. B•T analysis shows average station will spend $373,595 on construction, $295,000 for first year's operations, and expects to take in $316,200 revenue in first year. *Page 61.* For complete index to all new applications filed last week, see *Page 62.*

CONGRESS passes McFarland Bill, first major overhauling of the Communications Act of 1934, after Senate-House conferees iron out differences. One major casualty in conference was House amendment to give broadcasters immunity from libel in political speeches. *Page 27.*

THE Republican National Convention will be on the air today with full-scale radio and television coverage. It's an extreme contrast to the suppression of both media last week at the sessions of the GOP National Committee when pro-Taft committee members voted in a bloc to let reporters in but keep radio and television out. *Page 25.*

FCC delays effective date of its controversial rebroadcast rule to Aug. 30, and there's a chance that oral argument or hearing will be held. If the FCC opens up a discussion, it's in for some hot testimony. Opponents of the rule call it legalized larceny and intend to fight it to the finish. *Page 29.*

STEEL strike, if prolonged, may put a crimp in construction of new television stations. *Page 30.*

Information Please, in its new television form, is IN REVIEW. *Page 28.*

IT'S been a week since the government relaxed its ban on color television production, but nothing has happened since. Nobody has applied for authority to turn out color equipment for mass use. *Page 61.*

Upcoming

July 7: Republican National Convention, International Amphitheatre, Chicago.
July 14: BAB Sales Clinic, Detroit
July 16: BAB Sales Clinic, Cleveland.
(Other Upcomings, page 16)

Closed Circuit

(Continued from page 5)

determination of many non-hearing cases. Heretofore, there have been only two staffers on AM lines; now there are 8 to 10. Question is whether pace can be maintained in view of crush of TV work.

SHORTLY to be announced will be sale of KERO Bakersfield, Calif., by Paul R. Bartlett to three young executives of station plus local citizens, for approximately $110,000. Controlling purchasers are Albert E. (Gene) De Young, 32-year-old general manager who acquires 51%; Ed Urner, 26, commercial manager, 10%, and Ken Croes, 21, program director, 5%. Station operates on 1230 kc with 250 w and is NBC. Mr. Bartlett will concentrate on direction of his 50 kw KFRE Fresno. Both stations have filed for TV.

IN WORKS AT NBC is appointment of Bob Leder, radio sales manager, NBC National Spot Sales Dept., as station manager of WNBC New York, with Dick Pack stepping up from program manager to executive administrative position at WNBT (TV) New York, both serving under Ted Cott, who continues as vice president in charge of both stations. Appointments not yet firm because, involving creation of new posts, they must be approved by NBC board.

SUBJECT of upcoming *United States News & World Report* interview feature will be William S. Paley, CBS board chairman, who has just completed 18 month high-level government duty as chairman of President's Materials Policy Commission. Mr. Paley leaves for Europe July 11 until after Labor Day. He's among those present at GOP convention in Chicago.

WHEN WALTER T. SHIRLEY, commissioner of commerce of New York City and also NYC motion picture and television coordinator, speaks Wednesday at fourth anniversary luncheon meeting of national television film council at New York's Warwick Hotel, he is expected to report on discussions he has had with TV film committee headed by James Sauter, president of USO Camp Shows, pursuant to establishing New York studio, presumably city-owned, to be used jointly by various TV film companies.

SPELLED OUT during Senate Appropriations Committee hearings on Voice of America fiscal '53 budget is desire of Dr. Wilson Compton, International Information Administrator, to transfer much of Voice programming to strategic areas overseas, with greater stress on use of local facilities. This may prove substitute for construction of new foreign relay stations, but it's at basis of Dr. Compton's plea for strengthening of IIA's overseas field staff, as alternative to expensive facility expansion.

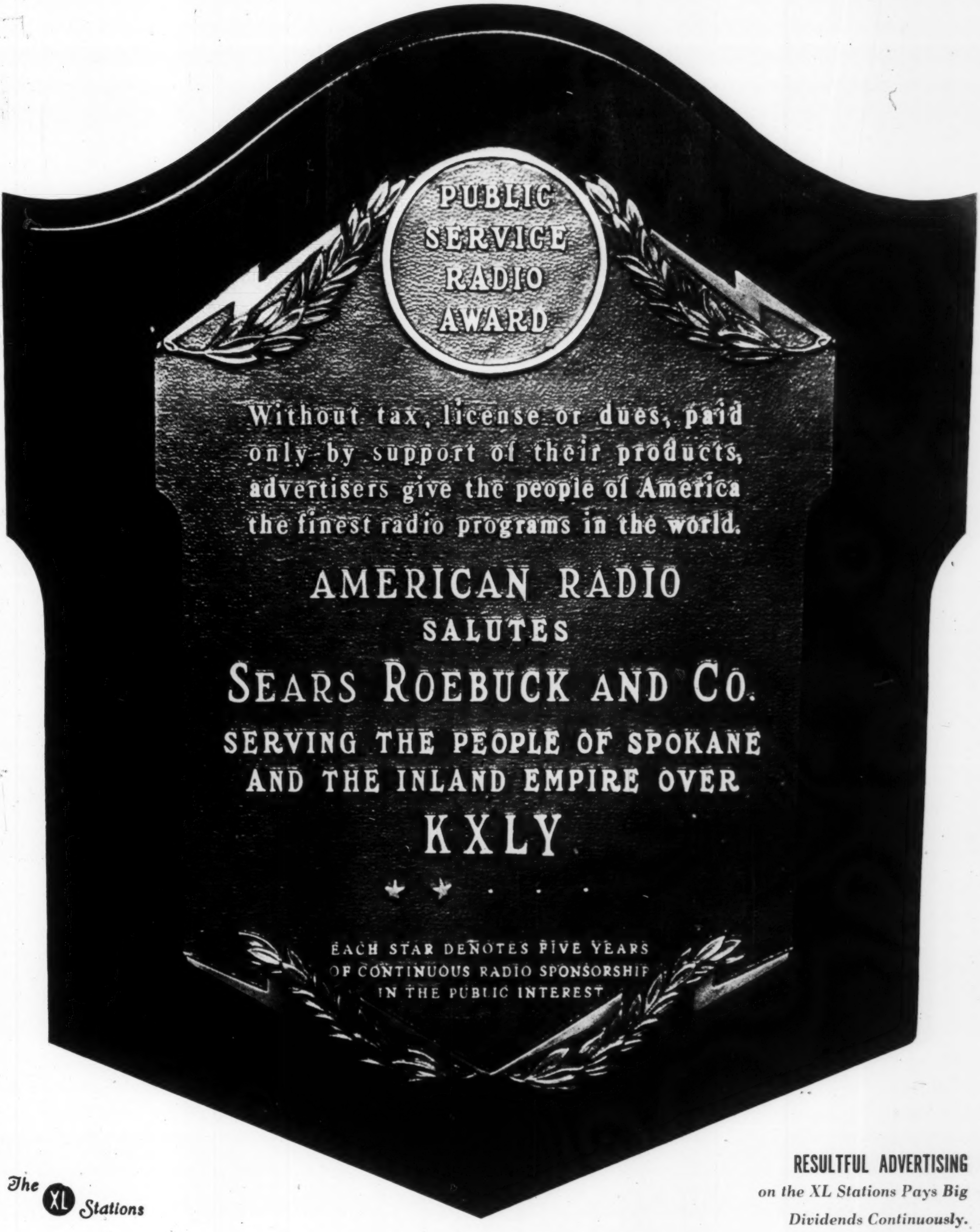
NEW CODE SUBSCRIBER

KMTV (TV) Omaha last week subscribed to the NARTB Television Code, becoming the 91st station subscriber.

FOOTBALL SERIES

RCA Recorded Program Services announced Friday availability of *Touchdown Tips With Sam Hayes* for 1952 football season starting Sept. 12. Twenty-five radio stations have requested options for series.

for more AT DEADLINE see page 96



PUBLIC SERVICE RADIO AWARD

Without tax, license or dues, paid only by support of their products, advertisers give the people of America the finest radio programs in the world.

AMERICAN RADIO
SALUTES
SEARS ROEBUCK AND CO.
SERVING THE PEOPLE OF SPOKANE
AND THE INLAND EMPIRE OVER
KXLY

★ ★ · · ·

EACH STAR DENOTES FIVE YEARS
OF CONTINUOUS RADIO SPONSORSHIP
IN THE PUBLIC INTEREST

The XL *Stations*

RESULTFUL ADVERTISING
on the XL Stations Pays Big
Dividends Continuously.

KXL PORTLAND • KXLY SPOKANE • KXLF BUTTE • KXLL MISSOULA • KXLJ HELENA • KXLK Great Falls • KXLQ BOZEMAN

New York 17, N. Y.
347 Madison Avenue
The Walker Company

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
360 North Michigan
The Walker Company

To a sponsor's wife who doesn't "know a thing about advertising, but..."

Darling, when you throw a party you know just where to look to rent a canopy (under "Tents," of course). Mr. Billingsley's electric eye at the Stork opens automatically when your entourage turns into 53rd street. Pancho at the Pierre gives you his old guitar strings. You wouldn't be caught dead without tickets to the next Hammerstein opening. But when your spouse talks about markets and you're in there quick telling him to advertise only in the big cities, that's the time for you to samba back to Tiffany's.

Because, doll, big city markets exclude Iowa and that's unhealthy for your husband's business, whether he makes money bags or publishes text books. The nation's best customers grow on Iowa farms. In 72 of Iowa's 99 counties, farm families spend at least 50% more money than the national average. That's the heaviest concentration of big-spending farm counties in the U. S. And, in the book department, Iowa's literacy rating of 99.2% ranks first in the nation.

But agricultural Iowa is only half the story. Industrial Iowa accounts for almost half of the state's $4-billion-plus annual income of individuals.

Why tell you these things? Shucks, honey, unless you happen to be from Eastern Iowa you might not know what a fat job WMT does hereabouts. And, bless your cute little heart, somebody has to pay your bills. We're just trying to help you make it easy for Papa.

WMT
CEDAR RAPIDS

5000 WATTS, 600 KC

REPRESENTED NATIONALLY BY THE KATZ AGENCY

BASIC CBS RADIO NETWORK

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

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Bruce Robertson, *Senior Associate Editor.*

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CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead* 8181; David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

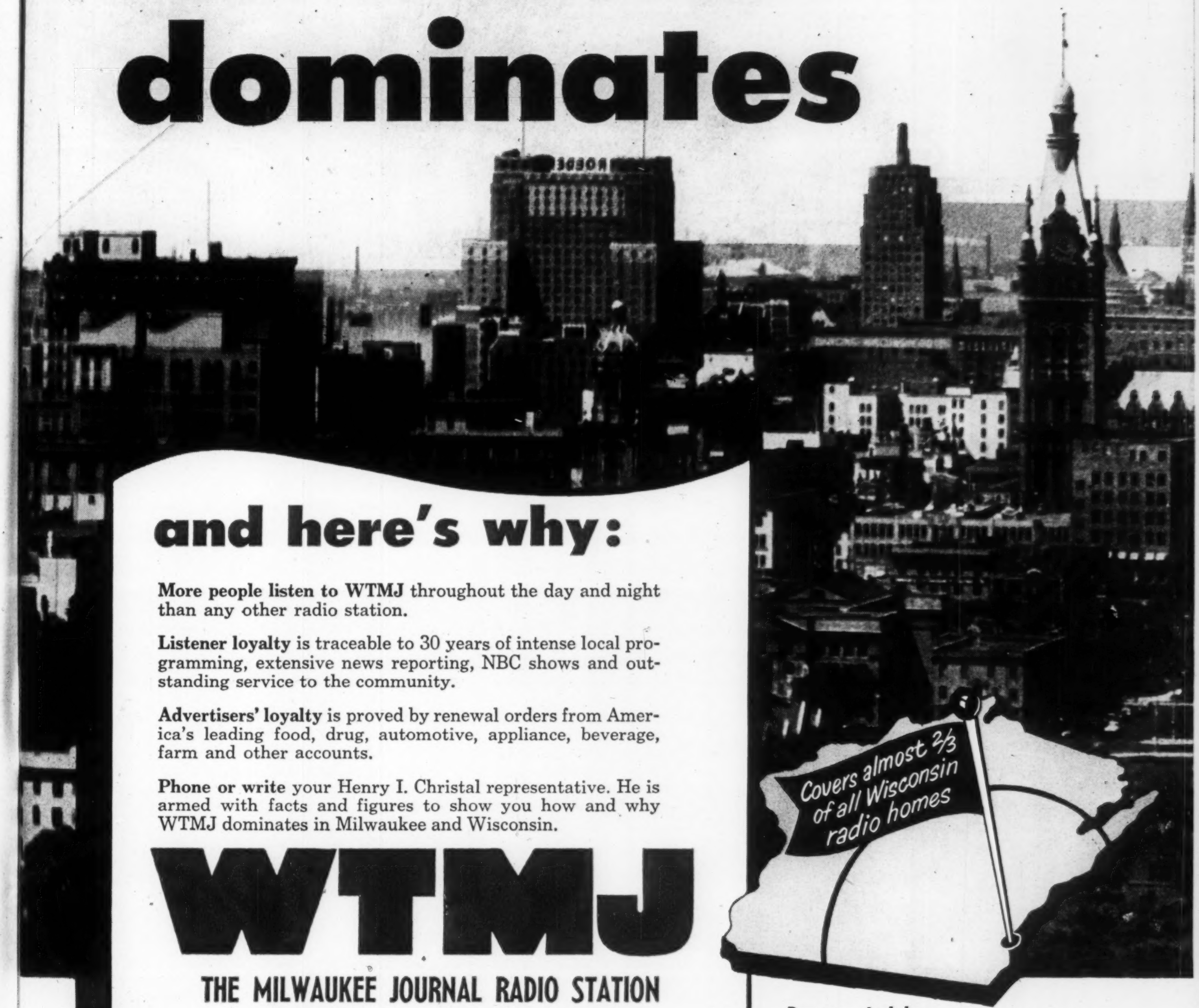
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

This is Milwaukee . . . where WTMJ dominates



and here's why:

More people listen to WTMJ throughout the day and night than any other radio station.

Listener loyalty is traceable to 30 years of intense local programming, extensive news reporting, NBC shows and outstanding service to the community.

Advertisers' loyalty is proved by renewal orders from America's leading food, drug, automotive, appliance, beverage, farm and other accounts.

Phone or write your Henry I. Christal representative. He is armed with facts and figures to show you how and why WTMJ dominates in Milwaukee and Wisconsin.

WTMJ

THE MILWAUKEE JOURNAL RADIO STATION

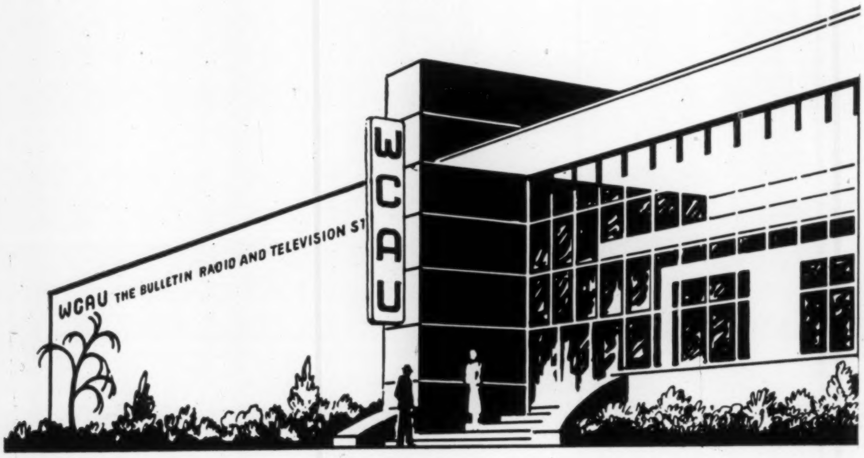
5,000 WATTS • 620 KC • NBC

Represented by

THE HENRY I. CHRISTAL CO.

New York • Chicago

the beginning of an era...

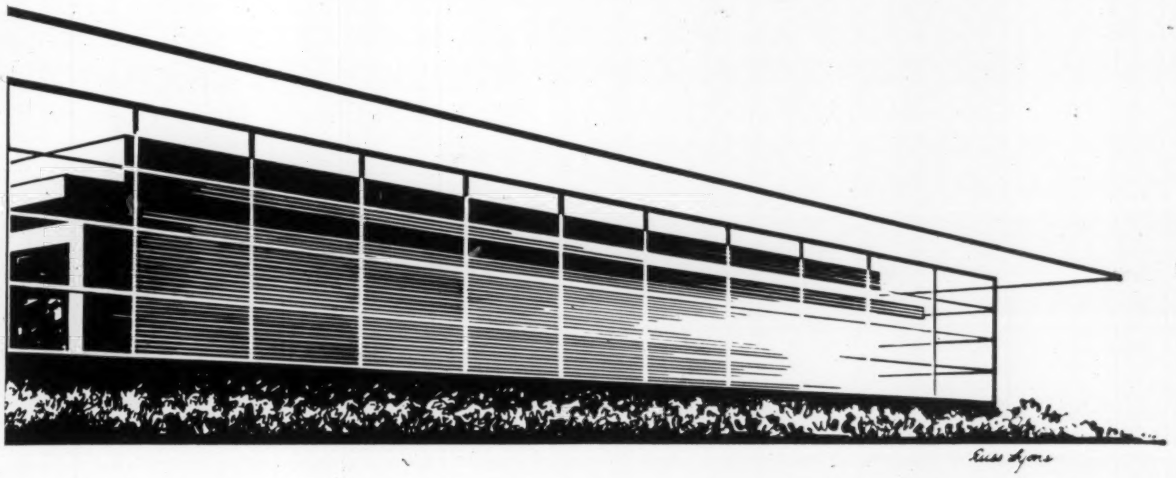

WCAU THE BULLETIN RADIO AND TELEVISION ST
WCAU

on its 30th anniversary
of broadcasting,

WCAU

dedicated the world's
most complete
radio and television stations

the continuation of an ideal



On its 30th anniversary of broadcasting, WCAU opened the doors of its great new radio and television center with the finest facilities in the world. Here is the ultimate in electronic achievement, which will result in great advancements in the programming of news, entertainment, education, and service to the community.

There's everything at hand to increase our ability to produce the best local programs in Philadelphia and to further our reputation for creating shows for the CBS network.

We could not dedicate such a building without considering the responsibility it presents. Ours is a powerful voice . . . and ours is the precious American heritage of free speech. Both must be carefully safeguarded. Therefore, this great building is dedicated to the people in this area that we serve, with the pledge that WCAU and WCAU-TV will always be "Speaking for Freedom."

SPEAKING FOR FREEDOM

THE PHILADELPHIA BULLETIN RADIO AND TELEVISION STATIONS

Advertisement

From where I sit *by* Joe Marsh

"Good Neighbor Policy"

Remember one time when I wrote a column about the old loose-stone wall that separated Easy Roberts' property from Handy Peterson's?

That was at the time they decided they really didn't need the wall between them in the first place—so they simply stopped repairing it.

Now I hear where a fellow, who bought the old Johnson place, wants to buy all those stones. It seems he figures a stone wall is just exactly what's needed on his property.

From where I sit, if that fellow wants to build himself a stone wall, that's his business. But if it's not really serving any useful purpose he may sooner or later discover—just like Handy and Easy did—that he'd be just as well off without one. Even some old-fashioned walls of prejudice are disappearing—like those that would deny a person's right to a friendly glass of beer now and then. Most Americans are learning that "walls" can get in the way of the persons inside as well as the persons outside.

Joe Marsh

Copyright, 1952, United States Brewers Foundation

open mike

Middle Initials

EDITOR:

I am convinced your book has 100% readership in the industry, and I found out the hard way. Friends from all over the United States have called and written, asking about my connection with the Liberty Reorganization Committee. How can we make it plain that I am William E. Ware, while the chairman of Liberty's Reorganization Committee is William A. Ware, a newcomer to radio. I have enough troubles as it is without taking credit for all the Liberty Broadcasting System's worries.

William E. (Bill) Ware
President
KSTL St. Louis

[EDITOR'S NOTE: Though B•T correctly named the chairman of the reorganization committee as William A. Ware in a June 16 story, it is glad to emphasize that he is not the veteran broadcaster William E. Ware, who operates an independent station.]

* * *

Lord's Word

EDITOR:

I notice from your article [on the House of Commons authorization for introduction of commercial television into Great Britain, B•T, June 16] which I thought was an excellent summary of the affair as far as it had gone, that you have gotten hold of some out of date figures for the present number of [TV] licenses in Great Britain. You gave 500,000. The latest figure is 1,457,000.

T. O. Beachcroft
Chief Publicity Officer, Overseas
British Broadcasting Corp.
London

[EDITOR'S NOTE: The 500,000 TV set figure was taken from the official report of the debate over commercial television in the House of Lords May 26 which quotes Lord Silkin: "It is an important debate because there are no fewer than 12 million radio licensees and something like 500,000 subscribers to television."]

* * *

Pill To Swallow

EDITOR:

. . . We operate two local independent stations. They are independent because there are only three or four cities that the major [radio] networks consider of importance in Missouri. There are about 22 communities in Missouri being served by the unaffiliated stations. . . . Insofar as I know there isn't a one of these local unaffiliated stations that is for sale, which would lead one to believe they are serving a purpose and will survive, and the trend seems to be toward more such stations. . . .

How can a network hope to grow or to maintain its rates if it does not expand its programming to the stations that have an ever increasing number of the listeners it once enjoyed? . . .

My diagnosis of the illness is that the networks are hardening in their shells, and the prescription that would most likely bring about a cure and well-being calls for a concentrated effort that there be not a single community in these United States that is being served solely by an unaffiliated station. That will put new coverage and listeners in the old coverage maps, something the timebuyer can't overlook. . . . Spot is the only answer the timebuyer has today, if he is to use radio to reach the many people in the many communities served by [only] the local unaffiliated stations. . . .

L. C. McKenney
Manager
KDMO Carthage, Mo.

* * *

Circulation Note

EDITOR:

. . . The setting [of picture below] is the Munich studio building of Radio Free Europe from where the Czech, Slovak, Hungarian and Polish broadcasts of Radio Free Europe originate. [The] picture shows a Czech actress reading your fine publication. No plant, this. Honest!

BROADCASTING

Alton Kastner
Radio-Television Director
Crusade for Freedom
New York

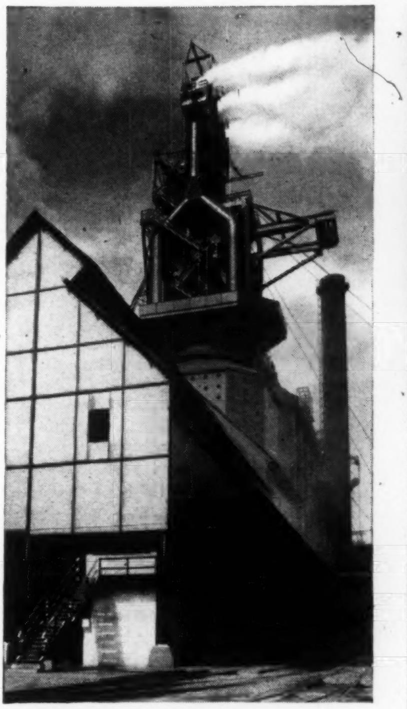
* * *

No Bargain

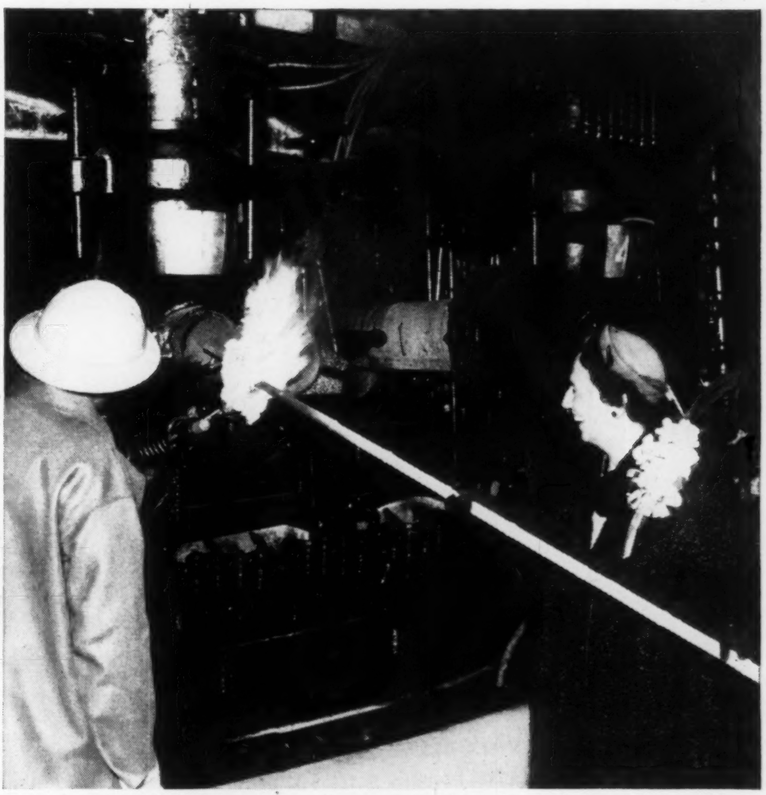
EDITOR:

Your good book carries the implication in a story this week [June 30] that we are going to build a TV station for $88,000. As we have heard from several of your

(Continued on page 16)

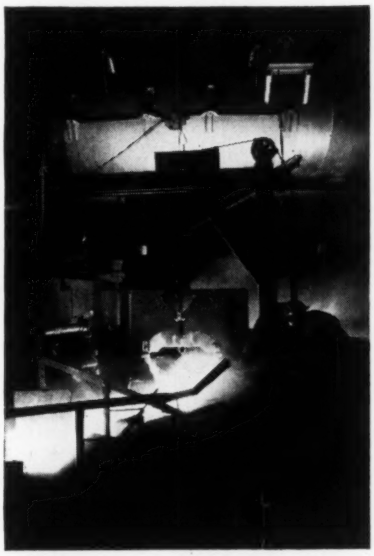


Furnace "J", the seventh blast furnace at Lackawanna Plant, is over 105 feet high. Its construction took 6500 tons of steel plates, shapes and castings. A turbo-blower supplies the 100,000 cubic feet of air per minute needed for the blast.



Furnace "J" was lighted-off by Jule Wunsch, secretary to Plant General Manager Edmund F. Martin.

Furnace "J" Is Lighted-Off



Twenty-four hours after lighting-off, the first pig iron was tapped from the new furnace. The golden stream of molten iron flows through a channel in the floor (foreground) and pours into large tank-like cars below, called "hot-metal" cars, that haul it to the steelmaking furnaces.

The towering blast furnaces that process iron ore into pig iron symbolize the giant scale of steelmaking equipment and operations. Lighting-off a new blast furnace can be as impressive an event as launching a ship. But instead of the traditional bottle of champagne, the sponsor uses a blazing torch to start the big unit off on its career.

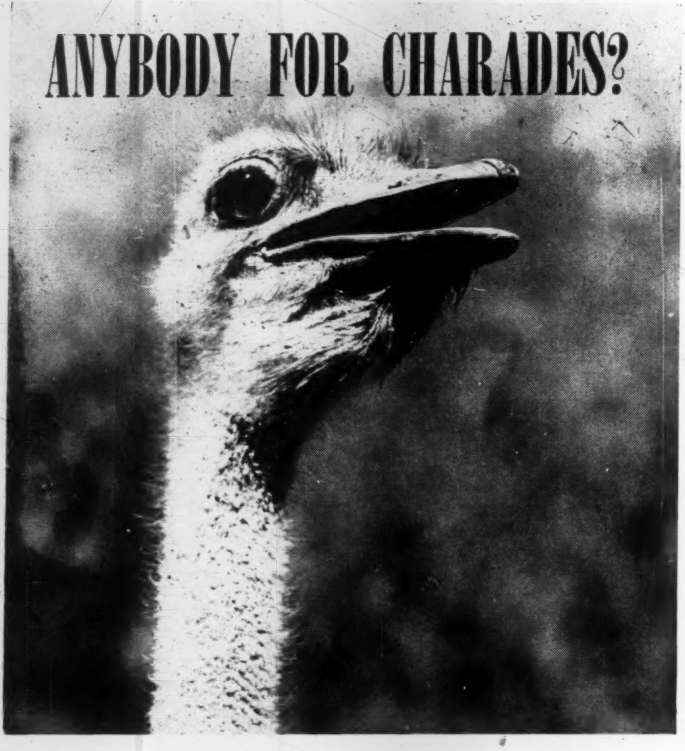
The torch sets fire to kindling wood at the bottom of the furnace. The burning wood ignites the coke that fills the lower part of the vast interior. The intense heat of the burning coke begins to melt the layers of iron ore and limestone that are piled above the coke, filling the remainder of the furnace. In about 24 hours the first iron is ready to be tapped.

Early this spring a new blast furnace, part of Bethlehem Steel's expansion program, was started up at our Lackawanna Plant, near Buffalo. The new furnace is known to men at the plant as Furnace "J". Its 29-foot-diameter interior makes it one of the largest in the world.

Bethlehem engineers expect this furnace to produce 600,000 tons of pig iron a year, perhaps more. The molten iron it produces is hauled away in "hot-metal" cars to open-hearth furnaces where it is refined into steel.

BETHLEHEM STEEL

BETHLEHEM STEEL



Sam, here, is a fun-loving sport, but he's not a very smart bird. It's often while he's hiding by sticking his head in the sand that the plumage on his derrier is plucked for somebody's hat.

Some advertisers, who have failed to recognize consumer resistance as no more than a healthy return to "Buyer's Market" conditions have yanked in their schedules . . . only to find their times occupied immediately by competitors, or others.

It's a time to woo the wily consumer with increased schedules . . . persuasive copy and strong media . . such as the *best cost-per-thousand buy in Oklahoma City . . .* KOMA . . . *the only 50kw CBS outlet in Oklahoma,* soon to serve you from a brand new quarter-million dollar studio facility.

KOMA Avery-Knodel, INC.

AFFILIATED WITH KTUL, TULSA RADIO STATION REPRESENTATIVES

50,000 WATTS • CBS RADIO

J. J. BERNARD *Vice-President and General Manager*

agency

ANDERSON F. HEWITT elected chairman of the board and chief executive officer of Hewitt, Ogilvy, Benson & Mather Inc., N. Y. **DAVID OGILVY**, senior vice president, elected to Mr. Hewitt's post of president.

FREDERICK P. HARVEY, advertising staff, Sylvania Electric Products Inc., to Fuller & Smith & Ross, N. Y., as account executive assigned to Westinghouse Electronic Tube Div.

Mr. Harvey

JOHN HALLIDAY, Fletcher D. Richards Inc., N. Y., to Hicks & Griest Inc., that city, in media department.

CARROLL B. SUGAR, manager of radio-TV department, Burns W. Lee Assoc., L. A. (public relations firm), to BBDO, that city, as account executive.

MORROW, WOLF & Assoc., Longview, Tex., changes name to **PETER T. WOLF & Assoc.**, same city.

JERE BAYARD, vice-president of McNeill & McCleery, Hollywood, has opened **JERE BAYARD Adv.** with headquarters at 6363 Wilshire Blvd., L. A. Telephone is Webster 8-5259.

on all accounts

WESLEY GILMAN, newly-elected president of Lewis & Gilman Inc., Philadelphia, sums up his business philosophy in these words: "Faith, hope, charity —and enthusiasm!" The greatest of these, in his opinion, is enthusiasm, an attribute he possesses in abundance.

This spirited approach to his work is in large measure responsible for the steady growth of Lewis & Gilman as an advertising and public relations firm. Since its establishment in 1942 the agency has acquired a distinguished list of clients and its billings now approach five million dollars annually.

Mr. Gilman, a prominent figure in advertising row for more than a quarter of a century, is the number one salesman for his firm, which he served as executive vice president from the time of its formation until his election to the presidency. He firmly believes that a good salesman can choose his own product or service, and his own experience offers testimony to support the conviction.

One of his favorite recollections is the incident which led to his entry in the advertising business in 1918. A shoe salesman at the time, he was preparing to leave his job to take a more favorable one with another company in New Brunswick when he missed train connections in Philadelphia.

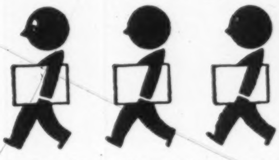
Mr. GILMAN

While waiting for the next train he telephoned a friend at N. W. Ayer & Son and in the course of their conversation mentioned that he was changing jobs. His friend insisted that the young salesman visit him at his office before leaving town, and as a result of that visit he became an account executive with Ayer. In 1929 he became a vice president of that agency. He held this post until 1942, when he joined with Mr. Lewis, who had also been an Ayer vice president, in forming the Lewis & Gilman organization.

In establishing this business, which this year celebrates its 10th anniversary, Mr. Lewis and Mr. Gilman adopted principles which were not common to the agency field at that time. One of these was to recognize the significance of public relations as advertising's inseparable partner in service provided a client. A well-equipped public relations department was organized, and through the years, has been a constantly

(Continued on page 41)

beat



KENNETH E. RUNYON named research director, Gardner Adv., St. Louis.

SIMEON COSTA, GEORGE MOSES, PETER TOUART and **HAROLD OLSEN** elected vice presidents, BBDO, N. Y.

ROBERT THOMPKINS, J. Walter Thompson Co., N. Y., to Benton & Bowles, same city, on publicity-promotion staff.

ROBERT F. HUSSEY, assistant media director in charge of planning at Foote, Cone & Belding, Chicago, elected vice president and media director. He succeeds **H. R. VAN GUNTEN,** who retired last week.

F. BOURNE RUTHRAUFF, vice president of Ruthrauff & Ryan, N. Y., elected to directorate of Adv. Council as agency representative.

JOSEPH JACOBS, president, Joseph Jacobs Adv., N. Y., is author of "The Joseph Jacobs Handbook of Familiar Jewish Words" for use of salesmen . . . "for making friends with Jewish merchants."

WILLIAM HURST, radio-TV department, BBDO, Hollywood, father of girl, Sally, June 25.

HOLLAND, HOLLAND & GOODSELL, Omaha, Neb., relocates at 331 Aquila Court Bldg., same city. Telephone is Atlantic 4576.

SIDNEY BURKE, West Marquis Inc., L. A., elected president of Art Directors Club of that city. Named first and second vice presidents, respectively, were **FRED J. KAPLAN,** Dan B. Miner Co., and **TOM RYAN,** free lance. **HUGO HAMMER,** Dozier, Graham, Eastman Co., is new secretary and **GEORGE LABADIE,** Erwin, Wasey & Co., treasurer.

book reviews....

DuPONT, The Autobiography of an American Enterprise. Distributed by Charles Scribners Sons, New York. 138 pp.

DEVELOPMENT of the U. S. through the 19th Century and midway into the 20th is traced in this richly produced volume, prepared in connection with DuPont's 150th anniversary July 18. Emphasis, of course, is placed on the company's role in the nation's economic, social, industrial and military progress. Distribution is primarily to employes and stockholders.

Described as "a book without an author," it is extensively illustrated with old prints as well as color photographs. Material covering the 1920s includes entrance of radio in the American scene, with use of pyralin in radio dials and panels emphasized. A photo of an early radio scene is captioned, "Radio brought women closer to world events, brought advertisers closer to women, especially when 'soap operas' became the rage." DuPont has long sponsored *Cavalcade of America* on NBC.

IN ONE EAR. By Eric Sevareid. Alfred A. Knopf Inc., 501 Madison Ave., New York 22, N. Y. 260 pp. $2.95.

"THE PIECES . . . amount to a string of quick snapshots taken of the American situation from various angles—political, moral, psychological, and otherwise—over the last couple of frantic years, in which commentators had to pretend they were not so confused as Senators. . . . " Thus, in the author's own words, Eric Sevareid, CBS Radio Washington commentator and author, points up his latest "footnotes to the history of our times." Book, to be published July 21, is made up of radio broadcasts on great issues of the day which are subdivided into "The State of the Union"; "Cross Country"; "The State of the World"; "War"; "Politics and Politicians"; "Loyalty and Civil Rights"; "The Man" and "The Pundits."

NEWSREELS ACROSS THE WORLD. By Peter Baechlin and Maurice Muller-Strauss. Graphics by Jean Lhuer. Published by UNESCO, Paris. Distributed in the U. S. by Columbia U. Press, 2960 Broadway, N. Y., 27. 100 pp. $2.

THIS is one of a series of studies published by the United Nations Educational, Scientific and Cultural Organization (UNESCO), dealing with the principal media of mass communication.

The book seeks to present an objective, world-wide survey of news films as they are today, and of the problems they raise—from the production of the actual newsreels, to their projection on the screen.

It touches on world television, saying that its seems probable that in the fairly immediate future, telecast programs will be universally available.

REPORT
CARDS
ARE OUT . . .

WMBD
GRADUATES WITH HONOR

Subject	Grade
HOOPER*	
Morning	60.1%
Afternoon	55.3%
Evening	49.6%

Obviously OUTSTANDING . . .

WMBD's share of audience, which averages 50%, insures the maximum number of listening impressions per dollar in the Peoriarea. If it's listeners you're looking for—WMBD is at the head of the class.

*C. E. Hooper
Dec., '51 through Apr., '52

See Free & Peters . . .

AM WMBD FM
FIRST in the
Heart of Illinois

PEORIA
CBS Radio Network
5000 Watts

Open Mike

(Continued from page 12)

readers inquiring how this is done, I feel that the matter should be cleared up. . . .

The $88,000 is estimated cost of a few small items of equipment, installation expenses, etc.

We already have on hand two studio camera chains, two film chains, tower, building, and almost all of the other items. Our total investment will be about the same as the average for other applicants proposing to use a 5 kw transmitter and complete studio facilities, and is unfortunately several times the $88,000 figure you have implied we propose to spend.

Sorry, but we simply do not have the answer to a cheap way to get into TV.

J. B. Fuqua
President
WJBF Augusta, Ga.

[EDITOR'S NOTE: Though the story pointed out that the $88,000 did not include several "major items of equipment" which were already on hand we are glad to publish Mr. Fuqua's amplification.]

* * *

Quick Thaw

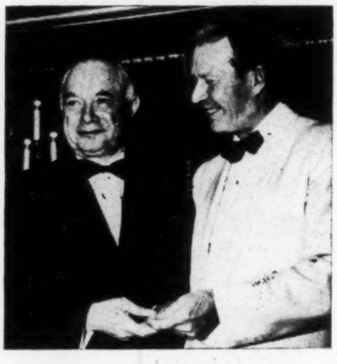
EDITOR:

Re your "New Business" [B•T, June 23]:

Let us be the first to admit that *Howdy Doody* is a fine program, but someone ought to let International Shoe know that there just *ain't* 126 [TV] stations to play on.

James M. Orchard
TV Sales & Service
Paramount Television Productions Inc.
New York

[EDITOR'S NOTE: The International Shoe is on another foot; namely, an erring printer's.]



BRIG. GEN. DAVID SARNOFF (l), RCA board chairman, accepts the first annual RTMA Medal of Honor from Robert C. Sprague, retiring board chairman of the Radio & Television Mfrs. Assn. Ceremony took place June 26 in the grand ballroom of Chicago's Palmer House [B•T, June 30].

upcoming

July 7: Republican National Convention, International Amphitheatre, Chicago.

July 14: BAB Sales Clinic, Detroit.

July 16: BAB Sales Clinic, Cleveland.

July 18: BAB Sales Clinic, Indianapolis.

July 21: BAB Sales Clinic, Chicago.

July 21: Democratic National Convention, International Amphitheatre, Chicago.

July 23: BAB Sales Clinic, Milwaukee.

July 25: BAB Sales Clinic, Minneapolis.

July 28: BAB Sales Clinic, Denver.

July 30: BAB Sales Clinic, Salt Lake City.

Aug. 3-8: BMI-Colorado Broadcasters Assn. program seminar, Denver U., Denver.

Aug. 15: BAB Sales Clinic, Dallas.

Aug. 18: BAB Sales Clinic, San Antonio.

Aug. 18-19: NARTB District 7, Hotel Statler, Cleveland.

Aug. 20: BAB Sales Clinic, Houston.

Aug. 21-22: NARTB District 8, Grand Hotel, Mackinac Island, Mich.

Aug. 22: BAB Sales Clinic, New Orleans.

Aug. 24-25: Arkansas Broadcasters Assn. meeting and sales clinic, Marion Hotel, Little Rock.

Aug. 25: BAB Sales Clinic, Miami.

Aug. 25-26: NARTB District 11, Hotel Duluth, Duluth, Minn.

Aug. 27: BAB Sales Clinic, Winston-Salem.

Aug. 28-29: NARTB District 17, Multnomah Hotel, Portland, Ore.

Sept. 4-5: NARTB District 15, Hotel Mark Hopkins, San Francisco.

Sept. 8: BAB Sales Clinic, Cincinnati.

Sept. 8-9: NARTB District 16, Hotel Del Coronado, Coronado Beach, Calif.

Sept. 10: BAB Sales Clinic, Louisville.

Sept. 11-13: NARTB District 14, Cosmopolitan Hotel, Denver.

Sept. 12: BAB Sales Clinic, Nashville.

Sept. 15: BAB Sales Clinic, Little Rock.

Sept. 15-16: NARTB District 12, Lassen Hotel, Wichita.

Sept. 17: BAB Sales Clinic, Birmingham.

Sept. 18-19: NARTB District 13, Hotel Texas, Ft. Worth.

Sept. 19: BAB Sales Clinic, Atlanta.

Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.

Sept. 22-23: NARTB District 10, The Elms, Excelsior Springs, Mo.

Sept. 22-25: National Electronic Distributors Assn. convention, Atlantic City, N. J.

Sept. 25-26: NARTB District 9, Hotel Plankinton, Milwaukee.

Sept. 28-Oct. 1: Assn. of National Advertisers fall meeting, Hotel Plaza, New York.

Sept. 29-Oct. 1: National Electronics Conference, eighth annual conference, Sherman Hotel, Chicago.

Oct. 2-3: NARTB District 4, Hotel Carolina, Pinehurst, N. C.

Oct. 6-7: NARTB District 5, Hotel Biltmore, Atlanta.

Oct. 9-10: NARTB District 6, Hotel Peabody, Memphis.

Oct. 13-14: NARTB District 3, Hotel Penn-Harris, Harrisburg, Pa.

Oct. 12-15: AAAA, Pacific Council annual convention, Arrowhead Springs Hotel, San Bernardino, Calif.

Oct. 16-17: NARTB District 2, Westchester Country Club, Rye, N. Y.

Oct. 17-19: Southeastern District, National Assn. of Radio Farm Directors convention, Winston-Salem, N. C.

Oct. 20-21: NARTB District 1, Hotel Statler, Boston.

Oct. 20-23: Financial Public Relations Assn. annual convention, Coronado, Calif.

Oct. 27-29: IRE-RTMA Annual Meeting, Hotel Syracuse, Syracuse, N. Y.

Nov. 9-16: National Radio & Television Week.

Dec. 1-3: National Assn. of Radio News Directors convention, Cleveland.

Dec. 27-29: American Marketing Assn., Conference, Palmer House, Chicago.

LOCAL NEWS

TWO NEWS EDITORS WORK FULL TIME TO KEEP CENTRAL FLORIDA INFORMED

NEWS EDITORS

FORREST CLARK

and

JACK FREEMAN

Process & Write this Audience Building News -- Staff Announcers Report "SEVEN" times daily.

LOCAL NEWS

GETS

— BIG —

RESULTS!

FOR SPOT AVAILABILITIES CONTACT PAUL H. RAYMER COMPANY INC.

WLOF

"FLORIDA'S SWEET MUSIC STATION"

5000 WATTS • 950 KC • MBS NETWORK

ORLANDO, FLORIDA

There's No Substitute

- 1ST in SPORTS
- 1ST in NEWS
- 1ST in MYSTERIES
- 1ST in HILLBILLY
- 1ST in DRAMA
- 1ST in KID SHOWS
- 1ST in PUBLIC SERVICE
- 1ST in the service of the LORD
- 1ST in CONVENTION Coverage
- 1ST in GROWTH

for

KMAC

in

SAN ANTONIO

YOU CANNOT ADEQUATELY
COVER THE NATION'S
25TH MARKET WITHOUT....

KMAC

25 YEARS OF SERVICE

MUTUAL ON 630
SAN ANTONIO
HOWARD W. DAVIS, Owner

Represented nationally by the GEORGE P. HOLLINGBERY Co.

OVER
1,000,000
PER DAY

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS
FIRST in WASHINGTON
WRC NBC
980 KC • 93.9 on FM
Represented by NBC Spot Sales

feature of the week

WHAT does a station do when the base insulator of its tower fails? That happened to WHO Des Moines last fall, with the result that it was confronted with the task of boosting 200 tons —straight up in the air.

Last October, after completion of a 780-ft. modified Franklin antenna supporting a 12-bay super-gain FM antenna, a vertical crack was noticed in the base insulator, weighing one ton and supporting 137½ tons of steel in the tower and antenna.

"We shuddered to think of it standing throughout the winter," recalls Paul A. Loyet, vice president and resident manager of Central Broadcasting Co. (WHO), so "a new insulator was ordered immediately." International Derrick & Equipment Co. designed a raising network of steel.

Last May the ground screen was rolled back eight feet and the supporting concrete platform was removed and then replaced with a steel "I" beam erected on the concrete base abutment seven feet below ground level. Purpose was to support three pylons with a solid steel rib. Others were welded to the bottom of the vertical portion of the tower legs, and three 11-inch diameter, one-inch thick steel pipes were fastened. Additionally, three 100-ton jacks were inserted between the pipe junction and steel pylons.

Thus, the tower was raised, the old insulator eased out and the new one inserted. After the preparatory work, only four hours were needed to raise the tower, which with guy tension and dead weight put about 200 tons on the jacks. The "slipping" was done with come-a-longs pulling the upper flange of the insulator along the iron track welded to the pylons.

With tower operated as a Franklin antenna at WHO frequency and driven from the 300-ft. level, lower section phasing equipment was grounded out at the base. Work of removing and reinstalling the insulator was done in the daytime with the full 50 kw into the antenna.

It's out with the old insulator and in with the new at the tower-raising of WHO Des Moines—an operation which required boosting some 200 tons skyward and four hours of actual work.

* * *

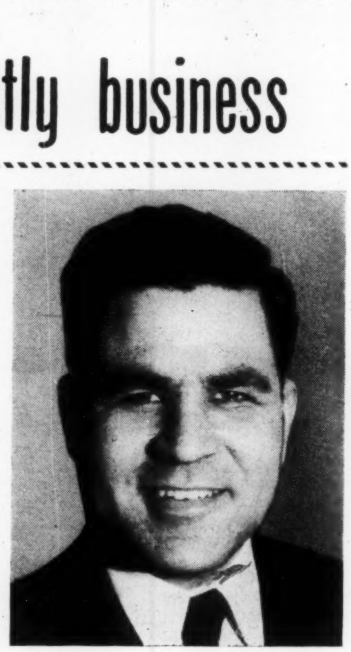
strictly business

THE STORY of Saul Turell, 31-year-old president of Sterling Films Inc., New York and Los Angeles, might aptly be titled: "From Scratch on a Shoestring."

Six years ago Mr. Turell and a friend, Robert Rhoades, 38, started Sterling without an office and "mighty little capital" and just a smattering of knowledge of the film distribution industry. This year, Mr. Turell said, Sterling expects to gross more than $800,000 in business.

The importance of salesmanship in business was impressed upon Saul Turell at an early age by his 91-year-old grandfather, who is still a salesman in New York, and his late father, Bernard Turell, a textile salesman. In fact, Mr. Turell credits his father with a series of psychological "hotfoots" that

(Continued on page 87)


Mr. TURELL
. . . he did it on a shoestring

IF YOU'RE INTERESTED IN SALES...

All Summer Long WISN's Listeners Increase Because WISN's Coverage Area Is in the Heart of the Nation's Vacationland.

Only Radio Can Reach All of These People and Only Good Radio (WISN) Can Sell Them All. See Your Katz Man for Results!

You'll Like Doing Business With WISN.

IN MILWAUKEE
THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by
KATZ Agency

the
magnolias
are
marvelous
but

COLOSSUS OF THE CAROLINAS

...the market is magnificent!

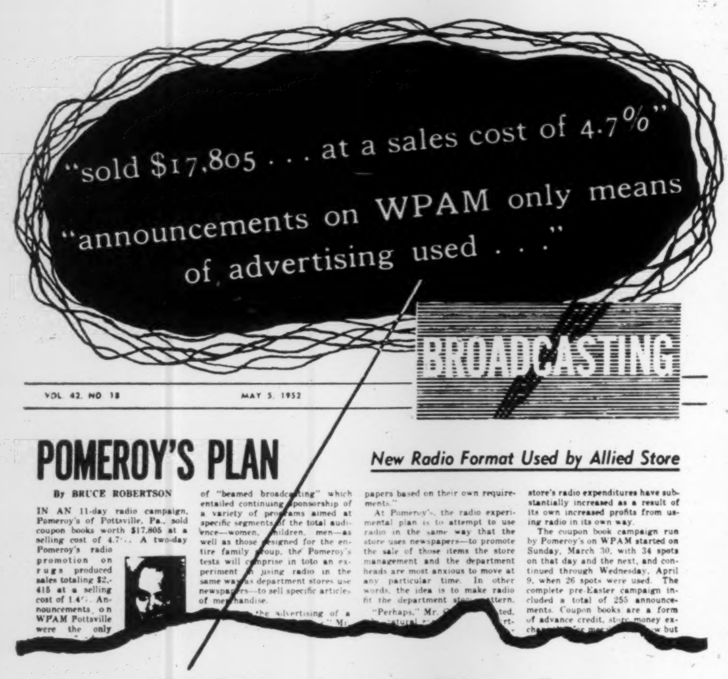
If you've slipped into thinking of the south in terms of magnolia and honeysuckle—take another look at the Carolinas-south. You'll see magnolias but you'll also see industry producing 1/2 of the nation's textiles, 1/3 of its hosiery and 1/7 of its household furniture. And take a long look at Charlotte, Capital of the Carolinas, where a 75-mile radius embraces more people than the same radius of Richmond, Birmingham, Atlanta or New Orleans. Don't be magnolia myopic—get the full Carolinas market story from WBT or CBS Radio Spot Sales.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales



"sold $17,805 . . . at a sales cost of 4.7%"

"announcements on WPAM only means of advertising used . . ."

BROADCASTING

VOL. 42, NO. 18 MAY 5, 1952

POMEROY'S PLAN

New Radio Format Used by Allied Store

By BRUCE ROBERTSON

IN AN 11-day radio campaign, Pomeroy's of Pottsville, Pa., sold coupon books worth $17,805 at a selling cost of 4.7%. A two-day Pomeroy's radio promotion on rugs produced sales totaling $2,415 at a selling cost of 1.4%. Announcements on WPAM Pottsville were the only

of "beamed broadcasting" which entailed continuing sponsorship of a variety of programs aimed at specific segments of the total audience—women, children, men—as well as those designed for the entire family group, the Pomeroy's tests will comprise in toto an experiment in using radio in the same way as department stores use newspapers—to sell specific articles of merchandise.

papers based on their own requirements."

At Pomeroy's, the radio experimental plan is to attempt to use radio in the same way that the store uses newspapers—to promote the sale of those items the store management and the department heads are most anxious to move at any particular time. In other words, the idea is to make radio fit the department store pattern.

store's radio expenditures have substantially increased as a result of its own increased profits from using radio in its own way.

The coupon book campaign run by Pomeroy's on WPAM started on Sunday, March 30, with 34 spots on that day and the next, and continued through Wednesday, April 9, when 26 spots were used. The complete pre-Easter campaign included a total of 255 announcements. Coupon books are a form of advance credit, store money exchangeable for merchandise

so WPAM, Pottsville, Penna. selected by Allied Stores for its new department stores studies

You read it in BROADCASTING's lead story recently . . . another affirmation of the power of radio to sell—especially WPAM radio.

We took this ad to show you timebuyers that WPAM radio reaches 293,470 people—to prove that the 53,200 radio homes should be included in that schedule you're working on right now.

For five consecutive years, WPAM has held the number one spot in Crossley, BMB and Conlan surveys conducted in the Southern Anthracite Trading Area of Pennsylvania. Number one in total of listeners in every segment of the broadcast day. That's why . . .

90% of the national advertising in Pennsylvania's industrially rich Southern Anthracite region is on WPAM.

CONTACT:

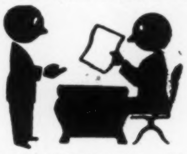
Everett-McKinney, Inc.

New York • Chicago • Los Angeles

WPAM POTTSVILLE Penna.

250 WATTS • MUTUAL BROADCASTING SYSTEM

new business



Spot . . .

FELS & Co., Phila. (Felso), looking for radio spot availabilities with promotion and tie-ins, in markets that will be tested first. Agency, McKee & Albright, N. Y.

LEWIS FOOD Co., L. A. (Dr. Ross dog food), started *Clyde Beatty Show* on 45 Don Lee radio stations, Sun., 1:30-2 p.m. PDT, for 52 weeks from June 29. Agency: Rockett-Lauritzen, that city.

LIFE SAVERS Corp., **ROYAL TYPEWRITER Co.**, and **PHILIP MORRIS & Co.**, to sponsor spot campaign during convention weeks July 7 and 21 on four ABC-TV owned stations. Agencies: Young & Rubicam, N. Y., for first two advertisers. Biow Co. represents Philip Morris.

NORWEGIAN CANNERS Assn. (Norway sardines) sponsoring radio-TV spot campaign in six markets for 13 weeks. Agency: McCann-Erickson, N. Y.

Network . . .

GENERAL FOODS Corp., N. Y., will sponsor five five-minute segments of *Today* on NBC-TV, 7-9 a.m. EDT and CDT, effective today (Monday). Three of five-minute segments will be underwritten by Jell-O Div. through Young & Rubicam, N. Y., and Post Cereals Div. will sponsor two others through Benton & Bowles, N. Y.

MILES LABS., Elkhardt, Ind., sponsoring *Bob and Ray*, half-hour series on NBC-TV, effective last Saturday, 7:30-8 p.m. Agency: Geoffrey Wade Adv., Chicago.

CHESTERFIELD CIGARETTES will sponsor the *Eddy Arnold Show* as summer replacement for Perry Como thrice weekly on NBC-TV, effective July 14 for six weeks. Agency: Cunningham & Walsh, N. Y.

PROCTER & GAMBLE Co. (Dreft & Oxydol), renewing *Beulah* on ABC-TV, Tues., 7:30-8 p.m. EDT, for 52 weeks, effective Sept. 30. Agency: Dancer-Fitzgerald-Sample, N. Y.

SWEETS Co. of America Inc. (tootsie rolls), Hoboken, N. J., has renewed *Tootsie Hippodrome* on ABC-TV, Sat., 12:15-12:30 p.m. EDT, effective Aug. 3 for 26 weeks. Agency: Moselle & Eisen, N. Y.

CROSLEY Div., Avco Mfg. Co., will sponsor *The Quiz Kids* on NBC-TV as summer replacement for Paul Winchell-Jerry Mahoney show, on alternate Mondays, 8-8:30 p.m., effective July 7. Both programs are Louis G. Cowan packages. Agency: Benton & Bowles, N. Y.

Agency Appointments . . .

O'CEDAR Corp., Chicago (polish, mop products), names Turner Adv., same city. **ROBERT WESLEY** is account executive.

LEVERTON CALIF. Corp., L. A. (distributor of World Over green

(*Continued on page 92*)

ALLIED STORES - WPAM

DEPARTMENT STORES STUDY

Available

- Your station can obtain monthly releases of the Pottsville Studies prepared by Sam Cuff, radio and television consultant to Allied Stores for as little as $15.00 per month.
- These studies are complete saleable radio packages, designed for local market department stores. Study includes: description of merchandise advertised, sales gimmicks used, actual copies of successful continuity—plus detailed analysis of costs and sales results.
- You can walk this study intact into your own top department store prospect and talk business.

Write, wire, call Field Office.

DEPARTMENT STORE STUDIES
106 So. Centre Street
POTTSVILLE, PENNSYLVANIA
(Subscriptions available on a month-to-month basis)

"Radios??? — we've got 'em EVERYWHERE!"

69% of Metropolitan Louisville families have radio sets in their living rooms . . . 47% have sets in bedrooms . . . 41% in autos . . . 40% in kitchens . . . 7% in dining rooms — an average of 2.4 sets per family!

This means millions of hours of *extra* listening — *another reason why WAVE radio delivers 1000 sales impressions for 37¢!*

Check with Free & Peters!

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, March, 1952.

WAVE

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., *Exclusive National Representatives*

"KWKH produces phenomenal returns"

Says R. W. HODGE

Vice-President, National Automotive Maintenance Ass'n

As a successful automotive maintenance operator, and a top official in the NAMA, Mr. R. W. Hodge is doubly qualified to discuss KWKH's advertising value for member garages in the Louisiana-Arkansas-Texas area. Here's what he recently wrote us:

"KWKH's *Louisiana Hayride* produced $140,000 in financed business for the members of the Shreveport Chapter NAMA during the year ended Feb. 1, 1952. This was directly traceable to the *Hayride* since our finance plan was not advertised in any other way. We cannot say, definitely, how much cash business the show influenced, but all agree it was considerable.

"This phenomenal return was in addition to the prestige value of the advertising. I sincerely believe that KWKH's *Louisiana Hayride* is the most productive advertising we could possibly have bought."

(Signed) *R. W. Hodge*

ARKANSAS
TEXAS
KWKH
LOUISIANA

KWKH DAYTIME BMB MAP
Study No. 2—Spring 1949
KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are "average daily listeners". (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

KWKH

A Shreveport Times Station

Texas
SHREVEPORT LOUISIANA
Arkansas

50,000 Watts · CBS Radio ·

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING

Vol. 43, No. 1 JULY 7, 1952

CBS HEEDS AFFILIATES

Rate Decision Deferred

AT LEAST a respite in the current radio rate crisis appeared won by CBS Radio affiliates last week in a two-day united stand in which they not only condemned talk of rate reductions but came out for restoration of last year's 10% cut and proposed a minimum 20% daytime boost on top of that.

At the suggestion of CBS President Frank Stanton, the approximately 150 assembled affiliates designated a 10-man committee to canvass the entire situation jointly with CBS officials. Date for the first meeting of the two groups was not set—July 17 and 18 reportedly were being considered though there was a likelihood that the session would be deferred until after the Democratic Convention the week of July 21—but it was generally accepted that CBS Radio would make no rate decision before the conference.

The committee delegated to represent the affiliates was the nine-man group which convened last week's "Crisis Conference," plus I. R. Lounsberry, of WGR Buffalo, chairman of the Columbia Affiliates Advisory Board. The committee is headed by George B. Storer of Storer Broadcasting Co., who was called away from last week's meetings by the death of a sister. It was thought Mr. Storer might make some additional appointments to the committee.

The affiliates' sessions, limited to themselves on Tuesday but with top CBS officials participating on Wednesday, were marked by overwhelming agreement that network radio rates not only must be maintained but must be strengthened, despite the network's apparent feeling that a cut—perhaps ranging as high as 50% in the case of nighttime charges, according to speculation—is necessary.

Mr. Storer

Rallying to the keynote appeal of WHAS Louisville's Victor A. Sholis that "respectability" be restored to the network business, the affiliates with only a handful of dissenters went on record with a resolution (see text, this page) which called upon CBS to:

- Initiate "sound qualitative research" immediately to show radio's real value and impact as an advertising medium, and forget program ratings as a sales tool.
- Join affiliates in taking the lead to strengthen the standards and practices of good broadcasting.
- Refrain from exercising its recently acquired right to adjust network rates of affiliates without prior notice and consultation.
- Rescind the 10% general rate reduction put into effect a year ago, stand up against advertisers' pressures for reduced rates, and reject "any business practice to stimulate sales in the industry by rate cutting."

Daytime Rates

- "Immediately consider, upon the most urgent request of its radio station affiliates, the advisability and necessity, based on higher operating costs and greater value expressed in constant value dollars, of increasing daytime radio rates to a level not less than 20% higher than that existing prior to" the July 1951 cut.

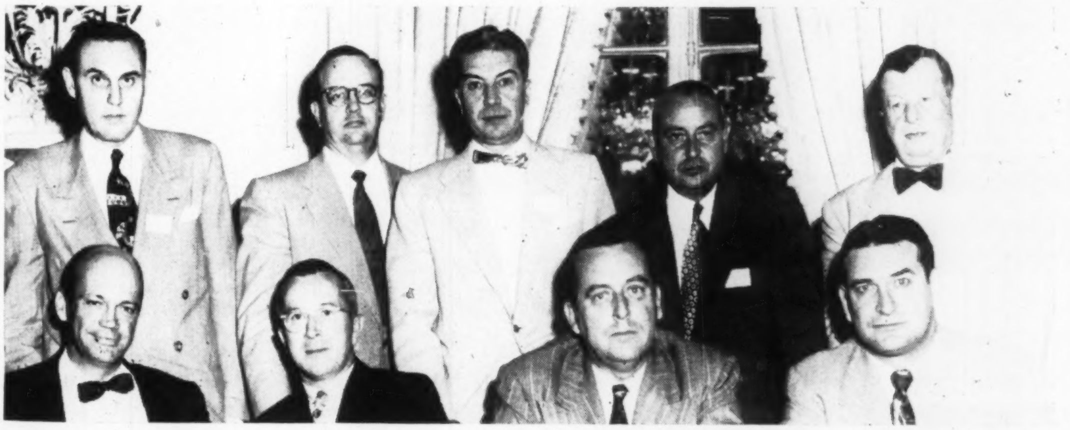
Virtually all of the affiliates present endorsed—and, more than that, personally signed—the resolution, which was delivered to CBS at the end of the Tuesday meeting.

A suggestion of compromise tending in the direction of network thinking—reduction in nighttime rates, increase in daytime—was espoused by President John S. Hayes of WTOP Washington, President Donald W. Thornburgh, of WCAU Philadelphia, and President Fred Weber of WFPG Atlantic City, but was voted down by the majority.

Messrs. Hayes (whose station is owned 45% by CBS), and Weber were among the few said to have declined to sign the resolution, while Mr. Thornburgh (whose station formerly was allied in ownership with CBS) was reported to have signed "with reservations."

Leaders of the affiliates group were jubilant over the strong show of unity among the stations represented, and "simply amazed" at the turnout, which they said represented more than 90% of the dollar volume of the network. A total of 143 persons registered for the first day's session, some representing more than one CBS Radio affiliate, and these were joined by a few

(Continued on page 24)



HERE is the committee which will meet, on behalf of all CBS Radio affiliates, with officials of the network to canvass the rate question and related problems. Seated (l to r): Hulbert Taft, WKRC Cincinnati; John Poole, Storer Broadcasting Co. (substituting for George B. Storer, chairman of the committee, who was called away by the death of a sister); John F. Patt, WJR Detroit and WGAR Cleveland, who presided in Mr. Storer's absence; Kenyon Brown, KWFT Wichita Falls, Tex. Standing (l to r): John E. Fetzer, WKZO Kalamazoo; Ray Herndon, KTRH Houston; Victor A. Sholis, WHAS Louisville, who delivered the keynote address; I. R. Lounsberry, WGR Buffalo, chairman of the Columbia Affiliates Advisory Board; and Saul Haas, KIRO Seattle. Committeeman William B. Quarton, WMT Cedar Rapids, was absent when photo was taken.

Text of Resolution

TEXT of the resolution adopted and signed unanimously by the 143 representatives of CBS Radio affiliated stations and sent to network officials, is as follows:

Whereas, radio broadcasting in the United States is today the medium of mass communication which reaches and serves more people in more ways, at more times, and in more places, with wider impact, and at a lower cost than any other basic medium, and

Whereas, for more than 10 years past, despite sharply rising costs of operation, the rates charged network advertisers remained virtually constant and unchanged until July 1, 1951, when all radio affiliates of the Columbia Broadcasting Radio Network reluctantly accepted a 10% reduction in network station rates in an effort to stimulate sales, eliminate cut-rate industry selling practices and to restore basic sales integrity in radio network broadcasting, and

Whereas, during this same period of sharply rising costs, the rates and charges of all other advertising media steadily increased, keeping pace with progressively increasing costs of operation and the coincident decline in the purchasing power of the dollar, and

Whereas, it is the responsibility of each individual radio licensee to determine for itself the rate which it will charge for its program service, and it is neither sound business judgment nor equitable that any individual radio broadcasting station should relinquish this responsibility and right to any national network service and, in this respect particularly to grant to any such national network service the option, not only

(Continued on page 32)

CBS Heeds Affiliates on Rates

(Continued from page 23)

others on the second day.

In addition to the signers of the resolution—described at first as "unanimous"—a "great" many stations sent word that they, too, felt the last rate cut had accomplished nothing and that another would do no more "except wreck the business," spokesmen said. The resolution will be circulated for signing by affiliates not present at the meeting.

As evidence of their belief that the meeting was making progress toward its goal, the affiliates went on record continuing the committee in office for another year and calling for further conventions of affiliates on at least an annual basis. Last week's, held at the Ambassador Hotel in New York, was the first the affiliates had staged on their own.

Mr. Storer was elected permanent chairman of the committee. When he was called away, after getting the first session under way, John F. Patt of WJR Detroit and WGAR Cleveland, was designated to take over as acting chairman. In the meantime Mr. Lounsberry was added to the committee, whose other members are: Mr. Storer; Mr. Patt; Mr. Sholis; Saul Haas, KIRO Seattle; John E. Fetzer, WKZO Kalamazoo; Hulbert Taft, WKRC Cincinnati; Kenyon Brown, KWFT Wichita Falls, Tex.; Ray Herndon, KTRH Houston, and William B. Quarton, WMT Cedar Rapids. Mr. Quarton was unable to attend the sessions.

There was little doubt that NBC, which twice has tried to cut rates but failed both times, was watching the outcome of the CBS proceedings closely. If CBS Radio—or any other network—cuts its rates, there is no question that the others will do likewise.

NBC's "economic plan" last fall, which originally was to have gone into effect the same day the CBS Radio affiliates opened their meeting (July 1), was rebuffed by a majority of NBC affiliates at their convention in Boca Raton, but it is deemed certain that this plan, or some variation, would be reinstated by the network should CBS Radio touch off another round of cuts.

The fact that President Stanton himself suggested appointment of a committee of affiliates to discuss the problems with network officials—on the ground that such complex discussions cannot easily be carried on with a group the size of that which attended last week's meetings—was taken as evidence that the network will not make a final decision pending those conferences.

The closed session with the CBS officials was "off the record" so far as network statements were concerned, but it was understood that Mr. Stanton assured the group that CBS was willing to explore the problems with a committee and, in fact, was willing to work straight through the Fourth of July weekend if the committee wished.

Just when the conference will be held could not be ascertained. CBS authorities were hopeful that it can be soon, between the political conventions if possible, or, if not then, at an early date after the conventions.

Affiliates, however, were anxious to get the views of Chairman Storer, and many of them also expressed belief that participation by CBS Chairman William S. Paley would be highly beneficial. Mr. Paley, just completing 18 months assignment as chairman of President Truman's Materials Policy Commission, is slated to leave July 11 for a European visit until after Labor Day.

Mr. Stanton was principal speaker for the network at Wednesday's meeting. His talk consumed about an hour. Mr. Paley made a short speech in which he reportedly told the affiliates that he has "supreme confidence in our management" and that "I accept the responsibility" for developments to date.

At the second affiliates' session Wednesday afternoon, following the meeting with the CBS executives, there was discussion of further action through readoption of the broad resolution, thereby in effect making demands upon CBS to follow the formula outlined. This, however, it was reported, was voted down by a narrow margin on a standing vote. Thus, the originial action of the preceding day, recommending the procedures to CBS, stood.

'Love and Kisses'

A TOUCH of humor was added to the serious CBS Radio affiliates meeting held in New York last week when the Affiliates Committee received the following wire: "Have important client desiring exclusive TV rights for CBS affiliate meeting July 1 and 2. Love and kisses" signed Reggie Schuebel. Miss Schuebel is a partner of Wyatt & Schuebel, New York.

Reports were current that CBS already had sold business to begin in the fall at discounts presumably approximating those it had proposed to recommend to the affiliates' session. In the absence of any understanding with the affiliates, it was assumed that, if this business had been sold at discounts, it would be up to the network to absorb the differential.

Despite the stations' strong stand against rate cuts and off-card deals, the meeting with network executives appeared highly amicable. Several affiliates expressed the view that, whatever the outcome of the battle against rate adjustments, the sessions had had a healthy effect upon network-affiliate relations. They also voiced appreciation for CBS' feeling that it is desirable to discuss its problems with affiliates rather than undertake an arbitrary change without consulting them.

CBS authorities on hand for the

(Continued on page 34)

'No Deal' Networks . . . . AN EDITORIAL

IT HAPPENED in New York last week. Another round of radio rate cuts has been held in abeyance—maybe even thwarted. It came after 150 CBS affiliates voted overwhelmingly against any rate reductions and assumed leadership in seeking to get network radio back on the rate card, supported by "believable" research.

No matter what the ultimate outcome, the CBS-affiliates session brought a breath of fresh air to the atmosphere that for several years has besmogged network radio. It came from new blood among affiliates who refused to knuckle under to network proposals which, in their minds, would torpedo radio's respectability, eventually to the point of destruction.

Quite a few of the CBS affiliates had left their homes for New York in the manner of men attending a wake. They were resigned to their fate, concluding that only a miracle could stem the tide.

They hadn't counted on the spade work that had been done or the inspired leadership that was there. Victor Sholis, of WHAS-AM-TV Louisville, delivered the keynoter that held them spellbound, and brought them to their feet in a rousing ovation. The nine-man committee which had shouldered the responsibility for the sessions, brought in a resolution prescribing a course of action that won spontaneous and unanimous approval. And the CBS top echelon, headed by Chairman William S. Paley, withheld the projection of its cutback plan, in what can only be construed as an acceptance of the challenge and the bid for network-affiliate partnership in coping with the crisis.

Progress was made. There was the tacit admission that the crisis had been precipitated by lethargy, inaction and self-abuse inflicted via the radio-supported program rating services. There will be further discussions, which cannot reach full-dress stature until George B. Storer, chairman of the affiliates' group, hurriedly called away from last week's session because of his sister's death, can participate. And there was some thought that more definitive results could be achieved with the participation of Mr. Paley, scheduled to leave for Europe next Friday after an arduous year in Washington on high-level defense work. He returns about Labor Day.

The job that was done in New York was not for CBS alone. It was a job for radio. It will stimulate new thinking. As long as CBS holds fast, other networks presumably must, because CBS has the top business status in radio (as against NBC's No. 1 position in TV).

The Sholis keynoter is *must* reading. It is no mere conglomeration of platitudes pleading that the lines be held. It is the product of intensive research and reasoned fact. It is persuasive and logical. CBS couldn't summarily reject it without an admission by that network that it had lost faith in that which it was seeking to sell.

The affiliates covered the waterfront of sins of omission and commission that led to the current crisis. Mr. Sholis laid that ghost too about television being responsible, citing how radio had been traded down before there was TV. Hence, it couldn't have caused the weakness, but merely "exposed" it.

The rating services were hit between the eyes by the CBS affiliates. The Sholis keynoter and the affiliates resolution demand tossing out of the "top tens" and the "top twenties" and other research "of questionable value" as the principal selling tools of the trade, to which we add our "amen." For years radio has been slashing its own throat through ratings. Broadcasters have underwritten the device that has caused them grief. The fact that CBS affiliates, now enjoying most of the highest ratings, urge this summary action, is all the more significant.

We can think of no greater stimulus to radio selling than the abandonment of "top tens" and "top twenties" forthwith—ratings which make only the "preferred positions" an easy sale, and which stifle creative thinking and selling.

As a trade journal, it is our function to publish the news. Ratings constitute news because the advertisers and their agencies demand them—demand created by the broadcasters' support of them.

The CBS affiliates have handed their network a formula meticulously drawn to restore respectability and stability to network radio; to develop sound research, to end the price war and root out under-the-table deals.

It makes good, hard business sense. It should become the new credo for all radio.

CHICAGO STORY

Rebuffed Last Week, Embraced Today

UNWANTED at the GOP Eisenhower-Taft contested delegate issue, the radio and television industry becomes the most "wanted" guest at today's opening of the Republican National Convention in Chicago.

In a way, the decision of the GOP committee to bar radio-TV newsmen appeared to suggest a "greater" issue than that of the right of both broadcast media to equal access to the news—it provided the Democrats with good campaign fodder before the Republican meet even got under way.

The action also stirred a storm of protests from various quarters, industry and political, as broadcasters marshalled their forces to report the first party convention out of which, perhaps, the name of the next President might be placed in nomination.

But networks which had gathered their forces from many cities to cover the conventions found themselves barred by the Republican National Committee from covering "dirty linen" discussions on contested delegations as those between Gen. Dwight Eisenhower and Sen. Robert Taft (R-Ohio). Charges of fraud and vote-stealing filled the GOP air (see editorial page 52).

The fiasco took place as broadcasters convened in Chicago for pre-convention activities and prepared to set up special network radio-TV programs and facilities. Most of their plans were detailed in the B•T June 30 issue. AT&T worked feverishly to complete necessary cable and relay facilities.

Radio and television newsmen got the heave-ho when members of the Republican National committee voted 60 to 40 against introduction of cameras and microphones into pre-convention meetings.

Newsreel and still cameras were included in the closed-door policy, but newspaper reporters flocked to sit in on the hotly-debated dispute between Eisenhower and Taft forces for votes for delegates in seven southern states and Puerto Rico.

TV technicians, radio men, reporters, commentators and producers, primarily from NBC and CBS, were on hand early Tuesday morning as the first meeting came to order in the Conrad Hilton Hotel. Both networks carried feeds from the site, but program content was limited to commentary and the coming and goings of delegates.

The ban, which came shortly after the morning opener, was split along strictly factional political lines, in the opinion of broadcast representatives there. They reported that Taft backers, in the main, were against introduction of cameras and microphones, and that Eisenhower delegates were in favor of the move.

Three NBC and two CBS live cameras were stationed in the North Ballroom and the adjacent third floor corridor for coverage of delegates as they moved about and for the committee hearing inside. After appraising the mass of cameras, cables, lights, technicians, newsmen and onlookers, Charles Hackett, convention sergeant-at-arms, announced the meeting would move to "a cooler," more private place, the Boulevard Room on the second floor.

The delegate "walkout" downstairs was followed by lumbering TV and radio men lugging equipment. As the sessions in the new room began, the committee banned all microphones and cameras.

Sinclair Weeks of Massachusetts proposed that Chairman Guy Gabrielson name a subcommittee to study the possibility of pooling radio and TV facilities. The subcommittee of five, named after a lengthy delay, recommended such a pool. This was later voted down. Mrs. Howard A. Coffin of Washington, a Taft supporter (and mother of Thad H. Brown Jr., NARTB TV operations director) voted in favor of admitting TV.

As Eisenhower and Taft factions took pro and con positions in the issue, Chairman Gabrielson read a telegram, on which he made no comment, from New York Gov. Thomas E. Dewey, who was attending the governors' conference in Houston. The ex-Presidential candidate said, "If I have influence with the committee, I request and direct that it open hearings to all media of communication so the American people can see and judge the scandalous way that Taft delegates were chosen here in Texas and elsewhere." The chairman also received, but did not read, wires from the governors of New Hampshire and Oregon petitioning for TV coverage.

Sen. Taft's proponents, however, formed the largest bloc of dissenters. Rep. Clarence J. Brown of Ohio took the opposition lead, saying radio and TV audiences could get a distorted impression of proceedings. He noted that the House permits only pen and pencil coverage.

Gen. Eisenhower's campaign manager, Sen. Henry Cabot Lodge of Massachusetts, said the vote "is a positive demonstration that the Taft forces are afraid to have the public watch the proceedings."

The ban on Tuesday affected, in addition to five network TV cameramen, some 40 still picture cameramen and six newsreel men, among whom was a representative of Telenews. One enterprising NBC reporter followed the move to the Boulevard Room, climbed a pillar and planted a hanging microphone from a balcony. The wire was cut after two words.

NBC President Joseph H. McConnell wired Chairman Gabrielson Wednesday night urging reconsideration of the radio-TV ban. He scored contentions that TV interferes with proceedings, branded as "unfair" the admission of one medium and rejection of another, and pointed out that TV and sponsors have gone to "great expense" in covering the campaign to date.

He said, in part:

> Ever since the beginning of the political campaign the various candidates and their supporters have used television facilities extensively to show themselves and present their views to the public. This has been done at great expense to the television industry and to commercial sponsors.
>
> Now we are giving extensive coverage to the Republican and Democratic Conventions. This will cost NBC and its sponsor alone [Philco Corp.] approximately $3 million. It is obviously unfair to permit one news medium to cover an event and to deny that right to another news medium. It is equally unfair to arbitrarily tell the television industry that it may cover one part of the proceedings but may not cover another part to which the public is admitted. We feel the American public is entitled to view any event of this importance. . . .
>
> The argument that television coverage interferes with the proper conduct of your meetings cannot be sustained. Television, unlike newsreels, does not require any additional lighting. Also, with any kind of advance notice we can install television cameras so that they will not interfere with either the movement or deliberations of the committee.
>
> The issue the Credentials Committee is now considering is one in which the American Public is deeply interested. In the interest of fair play to the public and to the broadcasting industry we urge your committee to permit radio and television coverage of the Credentials Committee hearings and any other convention activities to which the press is admitted.

The decision by the committee followed pointed telegrams from NBC and CBS to Chairman Gabrielson, urging permission for radio-TV coverage of the hearings. Both networks pointed out that

(Continued on page 38)

Convention Broadcast Data

Event: Republican National Convention, International Amphitheatre, Chicago, July 7 (today) to conclusion, afternoon and evening sessions.

Estimated Viewers: 60-65 million in 17 million TV homes.

Estimated Radio Sets in Use: 106 million.

Direct Coverage: 107 out of 108 TV stations in 65 cities; over 1,200 radio outlets.

Coverage: All major radio and TV networks (pool).

Sponsors: ABC radio-TV, Admiral Corp.; CBS Radio and Television, Westinghouse Electric Corp.; DuMont TV Network, Westinghouse; NBC radio-TV, Philco Corp.; MBS, co-op.

Pool Operations: Between $35,000 and $40,000 for each TV network; about $10,000 for each on radio (both conventions).

Overall Network TV Costs: About $7 million (both conventions).

Radio-TV Representatives: About $2,000 for network and stations (both conventions).

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Someone told her it was going to be a pool telecast."

ABC SALES MOVE

Meets With Station Reps

IN A MOVE unprecedented in broadcasting history, a network has approached a group of station representatives seeking aid in selling time on the network's owned and operated stations.

ABC top executives last week held preliminary meetings with representatives of Free & Peters, Edward Petry & Co. and Paul H. Raymer Co., with John Blair & Co., The Bolling Co. and perhaps others to meet with the network this coming week, to discuss ways in which these station sales representatives might help ABC to increase the spot business of the network's radio and TV properties.

Network spokesmen stressed the point that there is no intention to discontinue or curtail either the radio spot sales force, headed by Warren Jennings, or the TV spot sales force under Don Kearney. Plan, they averred, is rather intended to explore the possibility of a cooperative set-up between the network's own sales crews and the salesmen of one or more station representatives.

While the idea is still in the formative stage and no details have as yet become definitely settled, the thinking of the ABC executives is understood to lean toward an experimental appointment of an outside sales representative organization for one or two of the ABC owned and operated radio stations and perhaps for one ABC-owned TV station.

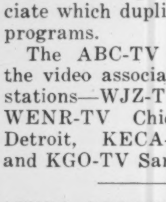
ABC's radio holdings include WJZ New York, WENR Chicago, WXYZ Detroit, KECA Hollywood and KGO San Francisco, each AM station having also an FM associate which duplicates the former's programs.

The ABC-TV lineup comprises the video associates of those same stations—WJZ-TV New York, WENR-TV Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles and KGO-TV San Francisco.

LEWIS APPOINTED

WCCO Sales Manager

PHIL LEWIS, assistant sales manager in charge of local sales at WCCO Minneapolis, CBS-owned outlet, has been named sales manager, according to Gene Wilkey, general manager. He succeeds Roy W. Hall, who has joined the CBS Television Network sales staff in New York as account executive.



Mr. Lewis

Mr. Lewis joined WCCO's sales staff in 1947 and was given the local sales post last August. He is a U. of Minnesota graduate, member of Assn. of Mfrs. Representatives, and Minneapolis Ad Club board.

CBS RADIO film presentation, *More Than Meets the Eye*, was previewed in Chicago at a cocktail party-buffet in the Drake Hotel [B•T, June 30]. Hosts included (l to r) Adrian Murphy, president, CBS Radio; H. Leslie Atlass, CBS Central Div. vice president, and John J. Karol, vice president in charge of CBS Radio network sales; and Wrigley Offield, account executive, William Wrigley Jr. Co., and Howard Ketting, vice president, Ruthrauff & Ryan.

AD DEPTH

Cone Gives Selling Pitch At NIAA Meeting

ADVERTISING needs to develop depth with addition of a third dimension to sell ideas to Americans as well as it sells products. This was the assertion of Fairfax M. Cone, president of Foote, Cone & Belding, Chicago, as he spoke Tuesday at the luncheon meeting of the National Industrial Advertisers Assn. More than 1,500 members of the group met at the Palmer House in Chicago for the 30th annual convention Sunday through Wednesday.

Mr. Cone, concerned with what he termed a prevailing paradox concerning American business that its "success is failure" in the minds of many people, called upon advertisers and agency men to broaden and deepen the two-dimensional functions of advertising, using the same techniques which have moved successfully consumer goods off shelves.

Three-dimensional advertising, using the proved techniques of commercial advertising in "selling" ideas, is the highest type of public relations for all business, Mr. Cone said. Methods should be the same, he claimed, citing as basics, "an appeal to the individual's best selfish interests with unqualified and unmistakable integrity," an avoidance of the propaganda label and propaganda techniques, presentation of facts and the truth.

Four Days of Meetings

The NIAA, believed to be the largest advertising association in the world, met during Industrial Advertising Week in Chicago, proclaimed by the mayor. For four days, clients, agency men and suppliers sat in on a full program schedule of luncheons, dinners, speeches and panels concerned with all phases of industrial advertising and the nation's economy.

The keynoter, J. L. Singleton, vice president of the General Machinery Div. of Allis-Chalmers Mfg. Co., Milwaukee, told conventioneers the actual capacity of the U. S. economy today is 50% greater than it was 10 years ago. Speaking of the frequent practice of dividing a sales operation from an advertising plan, Mr. Singleton advised NIAA members to "closely cooperate and coordinate your advertising program with your actual direct sales efforts, so that those areas where activity seems likely will get concentrated attention."

Advertising, he concluded, is "as much of an integral part of the total sales effort as the sales force itself."

Among numerous awards given were the "Topper" citations, made to companies for all kinds of industrial advertising in 12 classifications with three bests in each.

Four leading winners, chosen from 36 bests in 390 entries, went to International Harvester Co., Chicago, agency for which is Leo Burnett, same city; General Electric Co., Schenectady, N. Y., through G. M. Basford Agency, New York; Crucible Steel Co. of America, New York, Basford Agency, and Hewitt-Robins, Stamford, Conn., Fuller & Smith & Ross.

Among the speakers were Henry W. Tymick, Buchen Co. agency, Chicago; Bennett S. Chapple Jr., U. S. Steel; J. C. Maddox, Fuller & Smith & Ross, Cleveland; J. Wesley Roseberg and H. I. Orwig, Buchen Co., Chicago, and Robert R. Dunwody, manager of the Chicago international department for McCann-Erickson, Chicago.

Tuesday evening *America's Town Meeting of the Air* was originated at the hotel, with Quincy Howe as moderator.

Bing Crosby Signed

COCA-COLA Co., New York, has signed a contract with Bing Crosby [B•T, June 23], to sponsor the star in a half-hour radio series effective early in the fall. Program, which will be similar in format to his present radio show, will most likely be heard on CBS Radio, although time and day are not yet set. Plans for television appearances are still in the formulative stage, although Coca-Cola has rights for a Crosby TV show. D'Arcy Adv., New York, is the agency.

FALL BUSINESS

Nine Major Firms Planning

NINE major advertisers, B•T learned last week, are lining up radio and TV spot campaigns, three to begin in July, the remainder in the fall. Significant features of this robust action are: (1) all of the accounts include radio, three of them employing the medium exclusively; and (2) each of the fall starters will go into a minimum of 100 markets.

Among the trio of July sponsors, Procter & Gamble's Lilt (permanent wave), effective July 1 started an eight-week radio-only campaign using five-minute spots, across-the-board in some markets. Campaign is being placed in 50 markets through Biow Co., New York.

On July 14 General Foods (Satina, a wax for hot starch) starts a schedule of one-minute E.T.'s in eight radio-only markets. Foote, Cone & Belding, New York, is the agency.

Another early-July starter is Five Day deodorant pads, through Grey Adv., New York, which will use three radio markets and one TV market for 13-week campaigns.

Seeck & Kade, New York (Pertussin cough remedy), which has increased its radio and TV budget 15% over last fall's, launches its annual spot campaign on participation shows in the middle of September using 100 radio and TV markets. Contracts are for 17, 26 or 30 weeks. Erwin, Wasey & Co., New York, is the agency.

Two weeks later, in October, Musterole Co., Cleveland, through the same agency, Erwin, Wasey, starts its campaign using minutes and participation shows in 100 radio and television markets, employing chain breaks, minutes and programs. Contracts are for 22 weeks. Harry B. Cohen, New York, is the agency.

Lydia Pinkham starts its daytime-only campaign on radio and TV in 125 markets, effective Aug. 18. Firm takes a hiatus during December and then returns early in January to proceed through June. Harry B. Cohen, New York, is the agency.

Vick Chemical Co., through Morse International, New York, for its four products will be using over 100 radio markets. Starting dates vary for product and market from Sept. 29 to Oct. 17. The precise identities of the products are being kept secret and in contracts are referred to simply as product A, B, C & D.

Am. Chicle Renewals

AMERICAN Chicle Co. (Clorets), New York, under ABC's radio Pyramid Plan, renewed its participation in *Defense Attorney* (Thursday, 8:30-9 p.m.) and *The Top Guy* (Friday, 8-8:30 p.m.) effective July 3 and 4 respectively. Dancer - Fitzgerald - Sample, New York, is the agency.

NEW RADIO ACT

Will Give Greater Protection to Broadcasters

GREATER protection for broadcasters is forecast as the McFarland Bill (S 658) amending the Communications Act awaited the President's signature Thursday. The final bill was passed by the Senate and House Wednesday, following agreement on differences by Senate-House conferees earlier last week.

This will be the first major overhaul of the Communications Act of 1934. The bill passed the Senate in February 1951, the House on June 17 this year [B•T, June 23].

As finally compromised by a conference committee of Senate and House members, the bill does not contain the House recommended newspaper provision, Horan amendment, or equipment purchase section. Nor does it contain the Senate's provision regarding declaratory orders.

[For salient provisions, see "Highpoints" on this page.]

Industry reaction was generally favorable. Feelings expressed by several close observers were that there is more in the final bill that is favorable to broadcasters than not.

Only sections in the final version which broadcast spokesmen regret are (1) authority given the FCC to issue cease and desist orders and (2) prohibition against charging political candidates premium rates.

They also regret the absence of that part of the Horan amendment exempting broadcasters from damages for defamation uttered by political candidates. They also feel that the Senate section dealing with declaratory orders could have been beneficial to broadcasters.

Newspaper provision would have forbidden the FCC from discriminating against newspaper applicants solely because they were newspapers. The conference report (H Rept. 2426) stated it was dropped because it was unnecessary. The report said in part:

> **It is the view of the conference committee that under the present law the Commission is not authorized to make or promulgate any rule or regulation the effect of which would be to discriminate against any person because such person has an interest in, or association with, a newspaper or other medium for gathering and disseminating information. Also the Commission could not arbitrarily deny any application solely because of any such interest or association.**

According to Sen. Ernest W. McFarland (D-Ariz.), author of the bill and also Senate Majority Leader, the FCC is not discriminating against newspapers now and so the provision is unnecessary.

It also is understood that the White House objected to the newspaper clause and some conferees felt that the bill might be vetoed by the President if that provision were retained.

The newspaper section was one of the provisions to which the White House objected early in June when the McFarland Bill was first scheduled for House debate. It was displaced at that time, but put back on the House schedule the following week after Sen. McFarland and others interested in the measure brought pressure to bear [B•T, June 16].

In reporting the deletion of the political liability section of the Horan amendment—inserted in the House bill by a floor vote—the conference committee said:

> **The committee of conference agreed to omit the provision with respect to liability of licensees in civil or criminal actions and the extension of the present law to include spokesmen for candidates because these subjects have not been adequately studied by the Committees on Interstate & Foreign Commerce of the Senate and House of Representatives. . . . The proposal involves many difficult problems and it is the judgment of the committee of conference that it should be acted on only after full hearings have been held.**

The section was submitted by Rep. Walt Horan (R-Wash.) during the House debate and would have taken broadcasters off the horns of the Section 315 dilemma.

Section 315 of the Communications Act provides that where a station permits a political candidate to use its facilities it cannot censor his speech.

Libel Exemption

The Horan amendment would have specifically exempted stations from the libel laws of states if defamation were uttered by a candidate over the air.

Sharp disagreement with the Horan amendment was offered by Rep. Joseph P. O'Hara (R-Minn.) during the debate in the House. Mr. O'Hara questioned the constitutionality of the proposal, and offered instead an amendment which would have permitted the broadcaster to censor the speech of a political candidate. This was defeated and the Horan amendment accepted when the House voted on the bill.

Reason given for deleting the equipment purchase provision in the House bill—this would have required a successful applicant to buy the equipment of the unsuccessful bidder for license renewal—was that it was "too important and far-reaching a provision to enact into law unless interested persons were given the opportunity to present their views on it in a public hearing."

In discussing the elimination of the House-passed suspension and fine authority, the conferees said:

> **It is believed that the authority to issue cease and desist orders will give the Commission a means by which it can secure compliance with the law and regulations by licensees. As an alternative to revoking the license in case of failure to obey a cease and desist order, the Commission will be able to invoke the aid of the courts, under section 401(b) of the act, to secure compliance. The courts will be able to enforce compliance through their power to punish for contempt.**

Revocation of the double jeopardy clause of the present Section 311 of the Communications Act—which was in the Senate Bill but not in the House version—accomplishes a long-standing aim of major networks and stations.

Double Jeopardy

The provision permitted the FCC to revoke the licenses of broadcasters found guilty of anti-trust violations in the radio-communications business. Objections on the part of broadcasters were to the fact that it gave the FCC authority to punish anti-trust violators after they had been penalized by a federal court.

The conferees quoted the Senate report's reasoning for the deletion of the double jeopardy clause from the Communications Act:

> **. . . the Commission's existing authority under law to examine into the character of a licensee or permittee in granting a license or a renewal is in no way impaired or modified by the change here recommended. . . .**

Final version permits the review staff to make recommendations to Commissioners up to point of oral argument. Thereafter, it is forbidden to suggest courses of action to the Commissioners.

Significantly, the conference report provided that staff personnel who have worked on a hearing case, including such Commission aides as those in the Offices of General Counsel, Chief Engineer and Chief Accountant, may not consult with the Commission—unless the other parties are permitted to participate and refute any recommendations.

Final McFarland Bill also contains a section on fraud by radio which makes such an offense punishable by a fine of $1,000 and/or five years in jail.

Referring to the one-year pro-

(Continued on page 32)

S 658 BACKGROUND

Many Years in Making

REVISIONS of the Communications Act, which are due to become law with the President's signature on the McFarland Bill (S 658), were five years in the making—and in some instances, 10 years.

In 1947 the White and Wolverton bills were introduced (S 1333 and HR 3595, 80th Congress). Senate Interstate and Foreign Commerce Committee reported the White Bill out in 1948, but it did not pass the Senate. The House held no hearings and issued no report on the Wolverton companion bill.

In 1949, the McFarland Bill was introduced (S 1973) and passed the Senate. The House Interstate & Foreign Commerce Committee held hearings, but did not report the bill.

In 1950, the McFarland Bill was reintroduced (S 658) and passed the Senate in February 1951. It passed the House last month. Last week's conference committee action assured final approval (see main story).

Several provisions in the bill go back to the Sanders Bill (HR 5497, 77th Congress) which was heard by the House Commerce Committee in 1942, and the White-Wheeler Bill (S 814, 78th Congress) which was heard by the Senate Commerce Committee in 1943. Neither of these bills was reported out of committee.

McFARLAND BILL HIGHPOINTS

Significant Changes in Final Version

FINAL version of the McFarland Bill (S 658) as thrashed out by Senate-House conferees makes these significant changes in the Communications Act:

- **Permits FCC to issue cease and desist orders. This is in addition to present power to revoke licenses.**
- **Deletes that portion of Communications Act which permits FCC to revoke licenses of those found guilty in federal court of anti-trust violations (double jeopardy clause).**
- **Forbids Commissioners who resign to practice before FCC for one year from date of resignation.**
- **Prohibits broadcasters from charging political candidates more than "the charges made for comparable use of such station for other purposes."**
- **Requires FCC to act on a case within three months of filing, or within six months after a hearing is concluded, or report reasons why to Congress.**
- **Forbids staff personnel involved in a case in hearing to recommend actions to Commissioners; also prohibits General Counsel, Chief Engineer and Chief Accountant from consulting with Commissioners on same basis. Except, that if Commissioners consult with staff they must permit interested parties to participate and refute staff recommendations.**
- **Provides for review staff which is permitted to make recommendations up to point of oral argument, thereafter forbidden.**
- **Provides each Commissioner with a legal and engineering assistant.**
- **Burden of proof that licensee is not qualified for renewal is put on FCC.**
- **If grant cannot be made without hearing, FCC must notify applicant and other interested parties reasons why. If after answers, Commission still feels hearing necessary can then set case for hearing.**
- **Protests against grants may be made up to 30 days after grant.**
- **Protests or petitions for rehearing must be answered by FCC within 15 days after filing.**

information please
presented by
GENERAL ELECTRIC

IN REVIEW . . .

Program: Information Please, CBS-TV, Sunday, 9-9:30 p.m.
Sponsor: General Electric Co.
Agency: BBDO, New York.
Producer & Editor: Dan Golenpaul.
Assoc. Editors: Ann Golenpaul, Sophie Lippman, Gordon J. Kahn.
Director: Bruce Andersen.
Visual Art Director: Laverne Mock.
Set Designer: Jo Mielziner.
Commercial Set Designer: Samuel Leve.
Cast: Clifton Fadiman, John Kiernan, Franklin P. Adams, James Michener.
Announcer: Bud Palmer.
Commercial Announcer: Red Barber.
Music: Jack Kahn.

ANNOUNCEMENT that *Information Please* was to make its TV debut last Sunday as a summer replacement for the *Fred Waring Show* evoked a mood of eager anticipation for those who remembered the program as one of the most sparkling, explosive and altogether enjoyable half-hours of radio a few years back. To them, at least, the first telecast of *Information Please* was a disappointing letdown.

It's not that it was a bad show, for it wasn't. It's just that it wasn't a good one. When one is expecting a vivid display of pyrotechnics, a small firecracker is not enough.

Why it wasn't a good show is somewhat hard to explain. The regular experts were the same who had captivated us on radio—Messrs. Adams and Kiernan—and so was the interlocutor, Clifton Fadiman. The guest expert—James Michener, was able and affable and altogether up to standard.

Dan Golenpaul, who originated the program and produced it during its long run on radio, is still at the helm for the video version. And—as a special added TV attraction—cast included two agreeably long-legged girls, costumed in the traditional tights of female vaudeville prop handlers, who set up and removed the cards used for the program's visual questions.

The prizes—a $10 book certificate plus a General Electric toaster for a question used, a $50 certificate plus a GE refrigerator for stumping the experts — seemed large enough to insure a continuing flow of questions from viewers. The commercials, skilfully handled by Red Barber, were informative and reasonably brief.

All the ingredients of a top-ranking program were there, but what appeared on the viewers' screens was a lot less than that. Maybe questions could be visualized in some better fashion than by pictures and letters on view cards. Maybe the experts should be made to rise from their chairs to exercise their bodies as well as their minds. Or maybe — perish the thought—*Information Please* is not translatable to television.

EMERGENCY RULES

FCC Okays for Amateurs

RULES covering a Radio Amateur Civil Emergency Service were finally approved last week by the FCC, effective Aug. 15. The service, new under FCC rules, will permit amateurs to provide radio communication for civil defense purposes during the present emergency. It covers local, regional and national service and was coordinated with government, military and civil defense agencies.

Existing amateur rules are not changed, a new sub-part being added to Part 12. The new provisions are substantially the same as those proposed last Dec. 19 by the FCC (Docket 10102).

Frequencies in the regular amateur bands will be used. These frequencies were announced jointly last Jan. 17 by FCC and the Federal Civil Defense Administration. After Aug. 15 amateur licensees may apply to FCC for right to operate in the emergency service, in conformance with civil defense plans and on a shared basis with normal amateur operation. Civil defense drills are contemplated.

CONTEMPT CASE

Radio-TV Issue Studied

QUESTIONS of a federal judge regarding coverage of the Senate Crime Investigation Committee hearings by radio and TV were being studied this week to give a clue to his thinking in the contempt-of-Congress trial in Washington of alleged gamblers Morris Kleinman and Louis Rothkopf.

Messrs. Kleinman and Rothkopf appeared before the Kefauver Crime Committee in March 1951, refused to answer any questions because of TV cameras and radio microphones [B•T, April 2, March 26, 1951]. Sen. Kefauver offered to have the TV cameras turned away from the two men, but they continued to refuse to answer questions while radio mikes and newsreel cameras were present in the Washington hearing room.

In the second day of the trial last Wednesday, U. S. District Court Judge Henry A. Schweinhaut asked Joseph L. Nellis, who was associated counsel for the committee, why the committee permitted the hearings to be broadcast and telecast.

Mr. Nellis replied: "The committee felt that the American people had a right to know the setup of organized crime in this country."

Judge Schweinhaut also asked Mr. Nellis if it was necessary for the committee to inform the public in that manner, and if the committee felt the public would be more apt to listen and view the hearings that way.

Mr. Nellis replied that the committee felt that radio and TV were a "proper" means of informing the public. He said newspapers did not have space for verbatim reports of committee meetings.

Mr. Nellis also declared that TV operators had approached the committee and not the other way around.

Defense Attorney William A. Collins argued that the committee hearings "had all the aspects of a trial without the safeguards usually enjoyed by defendants," thus subjecting his clients to "cruel and inhuman punishment."

Mr. Collins also mentioned that the programs were sponsored.

Unless it was proved that the committee's actions were unjustifiable, there did not seem to be any defense against the contempt citation, Judge Schweinhaut indicated.

Newhouse Named

WALTER S. NEWHOUSE Jr. has been appointed to the radio sales staff of The Katz Agency, New York, national advertising sales representative, effective today (Monday). He has been with WQXR New York as an account executive since 1940, handling sales, market research and sales promotion activities.

COURT ORDER

To Stop Unit Rate Ads

DECREE ordering the Times-Picayune Publishing Co. (WTPS-AM-FM New Orleans, La.) to refrain from selling advertising space under a combined rate only for its two newspapers was issued against the firm last Tuesday.

Judgment was handed down by Federal District Judge Herbert W. Christenberry, who ruled previously that the company's morning *Times-Picayune* and evening *States* and its officials had violated the Sherman Anti-Trust Act. Suit was brought by the Justice Dept. Enforcing decree becomes effective 30 days after the date it is final.

Preliminary steps in a similar action have been taken against the Kansas City Star Co., according to the *Star's* management. Its attorneys are expected to confer sometime this month with Justice Dept. authorities. A subpena was served last month for all records and contracts, including those of the publishing firm's WDAF-AM-TV Kansas City, Mo., to be presented to a federal grand jury in July.

WMAL SHIFTS

Kelly, Glascock Named

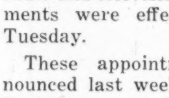
CHARLES L. KELLY has been promoted to the post of assistant general manager of WMAL-AM-FM-TV Washington, and Mahlon A. Glascock to that of director of radio and television sales. Appointments were effective as of last Tuesday.

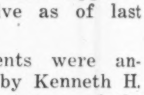
These appointments were announced last week by Kenneth H. Berkeley, general manager of the Evening Star Broadcasting Co., licensee of WMAL-AM-FM-TV.

The shifts resulted from the resignation of Ben Baylor Jr., as assistant general manager and director of sales [B•T, June 30].

Mr. Kelly has been program director of the WMAL stations since 1949. Previously, he was program-production manager for DuMont from 1943-1946. He held the same position with WNBW (TV) Washington, from 1946 to 1949.

Mr. Glascock left Kal, Ehrlich & Merrick, Washington advertising agency, where he had been an account executive, to accept the WMAL post. Prior to that he was with the R. D. Wiley, the Robert N. Taylor and the Lewis Edwin Ryan advertising agencies.


Mr. Glascock


Mr. Kelly

REBROADCAST RULE

Hearing May Be Held

PROSPECT of oral argument or hearing on the FCC's rebroadcast rule developed last week as the Commission postponed effective date of the order 60 days, or until Aug. 30.

The rule, interpreting rebroadcast provisions of the Communications Act [B•T, May 19, et seq.], was starting to develop snowballing opposition as broadcasters and telecasters became aware of problems that apparently had escaped the FCC.

In effect the FCC's interpretation threw on stations the burden of justifying a refusal to let another station rebroadcast its programs, with the threat that unconsenting stations might be cited under public interest provisions of the Act.

Requests to delay operation of the rule, with its implications of "legalized larceny," had come from NARTB, NBC and CBS. The NARTB Radio and Television Boards had adopted critical resolutions. The government itself, through the Budget Bureau, had criticized the order, which puts a station on the Commission carpet if it denies any rebroadcast request. The bureau contended FCC had failed to clear its decision with the bureau as required under the Federal Reports Act of 1942.

Whereas broadcast opposition had objected to the FCC rule on the theory that it encouraged widespread pirating of property rights, two petitions filed last Wednesday opposed the NBC, CBS and NARTB requests for delay. The petitions were filed by Rep. Harry R. Sheppard (D-Calif.) and Gordon Brown, operating WSAY Rochester, N. Y. They have been associated in efforts to gain access to network programs.

Program Control

Rep. Sheppard is sponsor of bills (HR 10, 73) designed to legislate control of programs away from networks into the hands of sponsors and package owners.

The Sheppard-Brown petitions were dated June 27 but not made public until July 1, date of the FCC postponement.

At the Commission it was indicated unofficially that the delay had been ordered to permit study of comments on the rebroadcast order.

Rep. Sheppard charges NBC, CBS and NARTB with "conspiracy" in opposing the rebroadcast rule on the ground they would "deprive the public of its rights to that which the public has seen fit to loan them the use of, essentially the radio channels of our country." The conspiracy, he charged, "has been brought about through the station relations department of the networks; a few network stooge stations who make up the TV and the Radio boards of the network-controlled NARTB, and with the editorial assistance of certain others."

Noting the CBS claim that the FCC action is "in effect legislating," Rep. Sheppard declared, "Such a statement and philosophy is as absurd as it is fantastic, particularly in view of the concise and rabid Congressional intent of the Act and the language of the Act itself to control restraint, monopoly, and to make sure that the entire concept of radio broadcasting be in the public interest, convenience and necessity."

Damage to Public Interest

He claimed CBS would eliminate "the complete responsibility of a licensee to answer to the FCC for his actions. . . ." and estimated tremendous damage to public interest, radio and TV programming as well as the economy of radio stations by network practices. He reminded that network once said "that if the FCC network rules were enforced by the FCC that the industry would be in a state of chaos. The final result was just the opposite."

Mr. Brown followed a similar vein in his opposition to the NBC, CBS and NARTB petitions, charging network practices had cost his station "hundreds of thousands of dollars in recent years" and deprived millions of high-quality radio and TV programs. WSAY alone, he said, "loses from $500 to $800 per day" for lack of rebroadcast privileges. He suggested that networks, under the rule, "will lose their ability to restrain trade, to bulldoze their affiliates into unfair affiliation contracts and to control the rates the affiliates charge to advertisers for their own facilities."

Commenting on the NBC belief that the rule imposes an onerous burden on licensees, Mr. Brown reminded he is forming a trade association of rebroadcast proponents to be set up "on a blanket basis." He insisted few problems would have to be considered by FCC under the blanket idea, with reports required only where the station "is purposely attempting to restrain trade or rebroadcasting."

As to NARTB, Mr. Brown said he was awaiting an answer to a telegram asking the association if its board has authority "to make such a policy decision in the name of all its members." He alleged the association filed its petition "on directives from a handful of board members. Such misrepresentation is typical of the way the officers of this corporation sell the members of their association out to the network monopolies," he said, adding that NARTB's petition mimicked the thoughts of NBC and CBS.

Stronger Bargaining Power

Mr. Brown contended the rebroadcast rule would give affiliates stronger bargaining power with networks. He scoffed at claims by NBC that the rebroadcast rule raised difficult questions of labor, music, literary and talent contractual rights. He recalled the network and NAB claims a decade ago that the network monopoly rule would stir up industry chaos and charged the networks are now intimidating sponsors and agencies on the matter of clearances.

SET OUTPUT

748,344 Radio Receivers In May, RTMA Reports

PRODUCTION of home radio receivers increased slightly in May, totaling 288,927 sets compared to 286,164 the previous month, according to estimates for the entire industry compiled by Radio-Television Mfrs. Assn.

TV receiver output dropped from 322,878 in April to 309,375 in May, not far below the production of 339,132 TV sets in May of last year. Total radio output in May, including home, portable, auto and clock models, comprised 748,344 sets compared to 1,372,609 in the same 1951 month.

Of home radios produced in May, 35,102 had FM tuning facilities with another 7,432 TV receivers having FM-band tuners.

Sales of receiving tubes totaled 23,636,484 units in April, compared to 26,247,258 tubes sold in May, according to RTMA. In May of last year 34,074,356 tubes were sold. Sales for the first five months of the year were 135,818,064 tubes.

May sales of TV picture tubes to set manufacturers exceeded the total a year ago but fell below April. RTMA found that 247,724 picture tubes were sold in May compared to 270,781 in April and 229,250 in the same 1951 month.

Radio and TV set production for May and the first five months of 1952 follows:

* * *

	Television	Home Sets	Portables	Auto	Clock	Total Radio
January	404,933	288,723	68,433	195,147	80,152	632,455
February	409,337	312,705	72,866	267,779	106,103	759,453
March (5 weeks)	510,561	357,689	99,720	343,314	175,169	975,892
April	322,878	286,164	110,529	275,250	176,003	847,946
May	309,375	288,927	128,351	215,478	115,588	748,344
	1,957,084	1,534,208	479,899	1,296,968	653,015	3,964,090

NBC 'Liberates'

NBC radio newsmen used ingenuity last Tuesday to "liberate" one of their tape recorders that had been discovered and confiscated at a meeting of the Republican National Committee. A sergeant-at-arms was guarding NBC's $250 Minicorder at the Conrad Hilton Hotel in Chicago when three NBC men—Joseph O. Meyers, radio news operations manager, and two station engineers—started to ply him with questions that any layman might ask. As the sergeant-at-arms tried to answer them, the two engineers edged closer to the recorder, grabbed it and dashed safely away to NBC headquarters.

AUTO RADIOS

In 63% of Cars—BAB

SOME 24,500,000 passenger cars, more than 63% of the nation's automobiles, are equipped with radios. This is one of the outstanding facts contained in an interim report entitled, "Listening on Wheels," now being distributed by Broadcast Advertising Bureau to its members.

The report notes that the number of radio-equipped automobiles now stands at almost twice the percentage for 1946 (33%). The 22-page brochure also reveals that more than 22% of all radio sets in the U. S. are now in automobiles.

In addition to this interim report, BAB will issue later this summer the results of the first national survey on automobile ownership and listening. Both presentations are designed to assist member stations in selling the large audience available in automobiles.

NETWORK RADIO

Gets More Money from 13

THIRTEEN of the top 20 advertisers spent more in network radio than in magazines or television in 1951, CBS' director of sales extension, Edward F. Lethen Jr., noted last week.

In a letter to advertisers and agencies, Mr. Lethen referred to published reports that General Foods reached peak sales for the nineteenth year in a row in 1951. General Foods, Mr. Lethen pointed out, has spent $77 million in network radio over the last 10 years and continues to be a heavy radio user.

Further, Mr. Lethen asserted, network radio is the best advertising medium for small-budget advertisers as well as for those with large budgets.

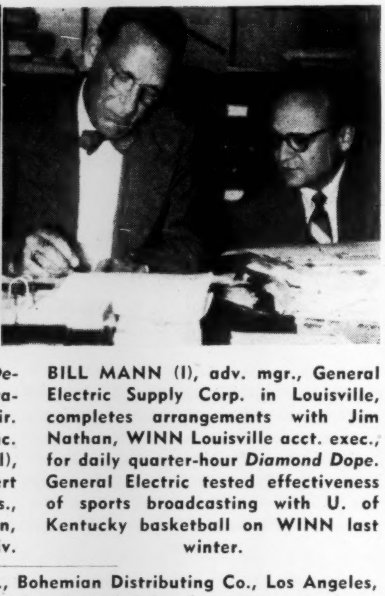
On the dotted line . . .

CHARLES Chevrolet Co., Worcester, Mass., buys coverage of Olympic Rowing Trials on the local WTAG. L to r: Bernie Morley, WTAG sales dept.; Mario Baratta, Baratta-Wardell Agency; Charles Maykel, treasurer, Charles Chevrolet; Edward Molinari, firm's gen. mgr., and James Ghize, Charles passenger car and truck mgr.

INTERNATIONAL Trust Co. Pres. Eugene Adams signs for 52 weeks of KOA Denver newscasts. L to r: Bill Kostka, pres., MacGruder-Bakewell-Kostka Inc., agency; Mort Thorp, KOA acct. exec., and KOA Gen. Mgr. Charles C. Bevis Jr.

EXCLUSIVE contract to 1952 football games of Georgia Tech on WGST Atlanta is signed by Vance Woodcox (r), pres., Kenrow Inc., Motorola distributors. John Fulton, WGST mgr., and Bruce Woodcox (standing), Kenrow ad mgr., look on.

ALTERNATE sponsorship of *True Detective Mysteries* on 550 MBS stations is signed by Ellis Redden, dir. of adv. and sls. prom., Motorola Inc. Others are Adolf Hult (seated, l), MBS vice pres. in chg. of sls.; Robert C. Marley, (standing, l), vice pres., Aubrey, Finlay, Marley & Hodgson, and Carroll Marts, MBS Central Div.



BILL MANN (l), adv. mgr., General Electric Supply Corp. in Louisville, completes arrangements with Jim Nathan, WINN Louisville acct. exec., for daily quarter-hour *Diamond Dope*. General Electric tested effectiveness of sports broadcasting with U. of Kentucky basketball on WINN last winter.

FRANK VITALE (seated), gen. mgr., Bohemian Distributing Co., Los Angeles, completes contract for 707 60-second and station break announcements on KNX Hollywood. Standing (l to r): Edwin W. Buckalew, assistant gen. mgr. in chg. sls., CBS Pacific Network; William Shaw, CPN gen. mgr.; Sherman Slade, acct. exec., Foote, Cone & Belding; George Stellman, CPN acct. exec.

STEEL DISPUTE

Casts Shadow on Future Radio-TV Sets, Stations

STEEL OUTPUT emerged last week as the big question mark in the future of radio-TV set production and station construction in the twin fields of broadcast reception and transmission.

A continuation of the steel industry dispute—it had moved into the fifth week of disruption—has government allocation authorities in a quandary as they await the outcome. At stake are materials quotas for set-makers and building-minded broadcasters for the fourth quarter of 1952—starting Oct. 1. Third quarter quotas became effective last Tuesday.

Any appreciable loss of steel could serve to negate the easing of restrictions on copper and aluminum these past few months and force a downward revision of estimates on materials for receivers and new major station construction, particularly for the latter.

It was learned that the National Production Authority, which doles out metals under the Controlled Materials Plan, is currently withholding action on at least four radio-TV building projects because of the steel impasse. Applications are processed by NPA's Industrial Expansion Div.

Inventory controls on copper and aluminum already have been suspended, and four quarter allotments were expected to approximate those for the third quarter. Some advance steel allotments for after Oct. 1 were for 90% of the present quarter. Radio-TV set allotments this quarter are 50% of base for copper and 55% for aluminum.

Steel and other factors were weighed in a conference last Tuesday between the Radio-TV Manufacturers Industry Advisory Committee and NPA's Electronics Div. NPA forecast less cobalt and nickel for permanent magnets and tubes and continued scarcity of selenium for rectifiers.

Technical Shortage

Industry representatives reported their largest stumbling block arose from difficulty in getting and holding trained technical help. Increasing military needs also were cited.

Among those applications still pending because of the steel shortage were two by NBC New York for radio-TV studios; one by Desert Television Co., Las Vegas, Nev., which is a TV station applicant, and one by WHUM Reading, Pa. (Eastern Radio Corp., Summit, Pa.) applicant for an experimental TV station. In all instances, the applications cover first quarter materials. NBC's cover projects of $85,000 and $90,000, and Desert $173,942.

There were nine applications still pending as of last April 11, with the list now watered down to four. Of those receiving NPA consideration, three were granted, and two other applicants were advised they probably could receive sufficient material by self-certifying orders. New construction grants and further easing of restrictions were announced earlier by NPA [B•T, June 23, 16].

NBC Hollywood, which pegged its radio-TV studio project at $67,000, was so informed, as was Lycoming TV Co., Williamsport, Pa., which installs large antennas for community TV projects. New approvals included WJBK-TV Detroit ($299,504) for second and third quarters; Southern Radio-TV Co., Miami Beach, Fla. ($50,000), for third quarter metals to make antennas; and Havens & Martin, Richmond, Va. ($165,000) for third quarter on TV broadcasting.

TV antenna-makers have become increasingly active in bids for controlled materials, what with growing importance of TV reception in fringe areas and community TV relay systems.

Telematics Industries Inc., Brooklyn, N. Y., was the latest such firm to appeal an NPA allocation but its plea was rejected. Telematics asked for an adjustment of its base period to use more aluminum but Appeals Board ruled that the NPA Electronics Div. had already made a "fair and equitable" adjustment of the base.

Earlier, the government was advised that demand for selenium rectifiers will continue to mount through 1953 because of increasing military needs, TV broadcasting facilities and radio-TV purchases.

The National Production Authority, in turn, informed a selenium manufacturers' advisory group that allocations of the material for rectifiers will be lower this month than during May and June.

Manufacturers reported they will have to curtail production "in the near future" because of work stoppages in the steel industry rather than for a present lack of materials. Demand for production will increase for the next 18 months, allowing for reduced seasonal demand, they said.

EDUCATIONAL SERIES

Starts on ABC in Fall

ANOTHER educational series similar to ABC-TV's forum, *Horizons*, is planned for the fall by ABC and the Columbia U. Press, Dr. Grayson L. Kirk, acting president of Columbia U., announced last week.

Dr. Kirk hailed *Horizons* as a series exemplifying "The spirit of the campus and the freedom of inquiry that is so important to education in and for a democratic society." He said the fall series will again place the emphasis "on the student and spontaneous discussion" with guests and faculty members. The program was a special feature of the ABC Public Affairs Dept., in cooperation with the communication materials center of the Columbia U. Press.

RECRUITING FUNDS

Hill Outlook Improves

FATE of paid recruitment advertising and military public information radio-TV shows may not be as dim as believed last spring, on the basis of a defense appropriations bill passed by the Senate and sent to conference last week.

While overall recruiting activities apparently will suffer, it appeared that paid radio-TV spot programs would evade the economy axe on Capitol Hill for fiscal 1953, which began last Tuesday.

Increased funds for public information personnel in the Dept. of Defense also seemed to indicate that production of certain "orientation" or military "prestige" shows would not suffer as drastically as first imagined.

Main developments on the defense funds bill (HR 7391) last week, as the measure was referred to a joint Senate-House conference group, were these:

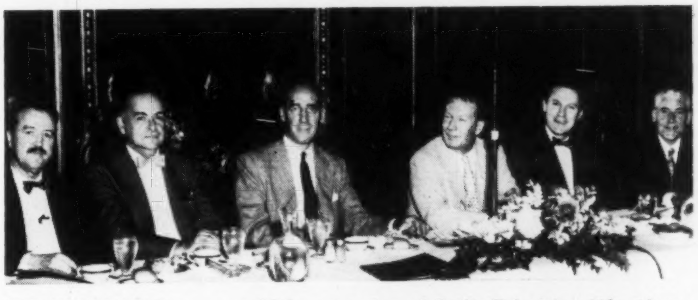
- **The Senate voted $4.3 billion-plus for Army maintenance and operation, under which an estimated $1 million is earmarked for recruitment advertising.**
- **The Senate also approved $750,000 for OPI personnel in the Defense Dept. and imposed a ceiling of $6,004,851 on public information and public relations funds for all military branches—thus overriding drastic House cuts.**

While the funds bill still was tied up in conference, a Military Personnel Procurement Service official said the Army and Air Force expect the $1 million to remain untouched and thus enable the services to proceed with recruiting plans. He estimated that radio-TV probably would derive about 50% of this sum.

The Senate Appropriations Committee boosted funds for Defense Dept. OPI personnel from $312,000 to $750,000—still short of the $1.25 million sought in the budget—but perhaps enough to prevent any wholesale abandonment of such shows as *Defense Report*, *Armed Forces Review*, *Time for Defense* and *Pentagon-Washington* [B•T, May 26].

An interim radio-TV spot campaign has been underway in recent months, financed from fiscal '51 monies. Hope for authority to use another estimated $2 million for advertising, tied up in '52 expenditures, has virtually been abandoned, according to Pentagon authorities [B•T, May 19, April 14].

A FORMER BBDO executive, Egbert White, with the agency from 1916-1946, has received a citation from the Philippines Veterans Legion for cementing friendship with the United States in performance of his duties with the State Dept. He is now chief of the Far East Regional Production Center for the department in Manila and assists the State Dept. in preparing leaflets, pamphlets and other material.



SPEAKERS TABLE group at 28th convention of Radio-Television Mfrs. Assn., held in Chicago (l to r): B. L. Graham, Allen B. DuMont Labs.; F. R. Lack, Western Electric Co.; John T. Koehler, chairman, Renegotiation Board; Robert C. Sprague, Sprague Electric Co., retiring RTMA board chairman; Glen McDaniel, RTMA president, and A. D. Plamondon, who is to succeed Mr. McDaniel.

* * *

RTMA PRESIDENT

Special Group Scans Field

SCANNING of the electronics manufacturing industry for a new president of Radio-Television Mfrs. Assn. has been started by a special committee named to find a successor for Glen McDaniel, RTMA president, who told the association at the its recent Chicago convention that he was resigning effective Oct. 1 [B•T, June 30].

While Mr. McDaniel has not divulged his plans other than to explain he was resigning for personal considerations, it is understood he is considering legal practice in New York.

A. B. Plamondon Jr., new RTMA board cairman, will serve in a dual presidential-chairmanship role after Oct. 1 if a president has not been selected by that time. Robert C. Sprague, retiring board chairman who heads the special presidential committee, served in a similar dual capacity prior to selection of Mr. McDaniel. James D. Secrest is RTMA secretary and general manager.

HOUSE INQUIRIES

Vote Foundation Study

WEALTHY foundations will get a looking over by Rep. Eugene E. Cox (D-Ga.) and a select committee, it was assured last week when the House voted $75,000 for the probe into whether tax-free foundations were engaged in un-American or subversive activities [B•T, June 23]. Roll call on approval saw the House divide 247 to 99 in favor of the appropriation. Rep. Cox, who headed a select committee investigating the FCC in 1943, has been a consistent critic of that agency ever since.

Companion to Harris subcommittee investigation of radio-TV program "morality" is the special committee headed by Rep. E. C. Gathings (D-Ark.) to investigate pornography in books, magazines and comics [B•T, June 23]. Gathings committee got $25,000 in the House vote last week. Originally Rep. Gathings' resolution asked for the establishment of a special committee to investigate radio-TV programs and printed media, but the House Interstate & Foreign Commerce Committee took over the broadcasting probe.

NEW BOARD CHAIRMAN of Radio-Television Mfrs. Assn., A. D. Plamondon Jr. (l), of Indiana Steel Products Co., congratulated by Frank M. Folsom, RCA president.

SMITH PETITION

Opposition Filed with FCC

OPPOSITION to the petition of Rev. J. Harold Smith asking the Supreme Court for a writ of *certiorari* to argue the FCC and U. S. Court of Appeals decision denying a license for WBIK Knoxville was filed a fortnight ago by the FCC.

The Commission claimed that it had the right to consider Rev. Smith's speeches, writings and broadcasts in judging his character as a licensee. It pointed out that denial of WIBK's license application was also made on the ground that Rev. Smith had misrepresented his financial arrangements in his application.

WIBK began operating under FCC program test authority on July 11, 1947. Its application for a license was set for hearing Aug. 14, 1947, denied Aug. 11, 1949. U. S. Court of Appeals later sustained the FCC's action [B•T, Oct. 29, 1951].

Rev. Smith's appeal to the Supreme Court last month was based on the question of whether the FCC has the right to deny a license because of "religious beliefs, speeches, writings and activities . . . which occurred prior to the grant of any broadcast authorization." This is against the provisions of the First Amendment, the Tennessee minister alleged.

Also at issue, Rev. Smith stated, was procedural question of whether the FCC can actually revoke a CP by denying a license application.

BLACKLISTING

ACLU Asks FCC Rehearing

FCC was asked last Wednesday by the American Civil Liberties Union to rehear its complaint on alleged blacklisting in the radio-TV industry and to revoke an earlier order involving license renewals of three networks and a station.

ACLU's petition noted that the Commission had renewed the licenses of ABC, and WCBS-TV-CBS, WNBT (TV)-NBC, WPIX (TV), all New York, which filed answers to its first complaint last April. FCC rejected the charge June 11 but did not rule on ACLU's request for a probe on alleged blacklisting practices. Complaint also cited DuMont and KOWL Santa Monica.

A rehearing should be held, the group explained, to give it an opportunity to present oral argument in support of the complaint. The licenses should not be granted, ACLU held, unless the networks "cease discriminating against performers on the basis of alleged political beliefs and associations." It branded the FCC order as "erroneous" and claimed it should be "revoked, reversed and rescinded in its entirety."

ACLU said the licenses were renewed despite FCC's request that it file a brief discussing its charges and the networks' answers. "The Commission obviously will consider the relevancy of similar instances of blacklisting" in determining whether licenses of other stations named by ACLU last April should be renewed. It added:

> Doubtless this Commission action [of June 11] would, unless reconsideration is forthcoming, be considered—as indeed it has already been—yielding to pressures of the very sort that have resulted in the blacklisting our complaint is designed to remedy.

ACLU's petition was prepared by Herbert M. Levy, its staff counsel, and John Finerty, New York attorney and member of the ACLU board of directors. Illness of James Lawrence Fly, who helped prepare the original complaint, prevented him from signing the petition.

NARTB DISTRICTS

Initial Committees Named

FIRST of a series of 17 District Membership Committees was appointed Wednesday by NARTB President Harold E. Fellows. The committees were authorized June 12 by the NARTB Radio Board [B•T, June 16]. They will work directly with the NARTB Station Relations Dept., of which William T. Stubblefield is director and William K. Treynor assistant director.

First committee will represent District 10 (Ia., Mo., Neb.) in seeking closer liaison between NARTB and broadcast stations. Named by E. K. Hartenbower, KCMO Kansas City, District 10 director, it consists of Mahlon Aldridge, KFRU Columbia, for Iowa; Edward Breen, KFVD Fort Dodge, for Iowa; Harry Burke, KFAB Omaha, for Nebraska.

Text of Resolution

(Continued from page 23)

to utilize more than 50% of the station's most valuable time, but coupled with it the unrestricted right also to sell such station time to advertisers at any rate it so determines or chooses, and

Whereas, while it is to be assumed that no national network service would either deliberately or capriciously fix or establish rates at an unreasonable or unprofitable level, the best guarantee that such action will never be taken is to provide that the fixing of rates shall remain a matter of bilateral agreement between individual radio broadcasting stations and national networks, and

Whereas, it is now generally recognized that the rate reduction effected by the CBS Radio Network on July 1, 1951 has accomplished none of its primary purposes and in particular has resulted in less income for both the network and its affiliated radio broadcasting stations and, further, that such rate reduction is in fact inconsistent with the present level and trend of the economy generally, and inconsistent also with the effective service presently rendered by radio broadcasting to its listeners and advertisers, and

Whereas, finally there is a definite continuity of interest between the network and its affiliated stations, and between both, operating soundly and harmoniously, and the listening public they serve,

Now, therefore, be it resolved by the radio station affiliates of CBS in meeting assembled this first day of July, 1952, that the following recommendations be submitted to CBS as reflecting a consensus among its radio affiliates, and as being carefully considered and directed by them in what they most earnestly consider to be in the best interest of radio broadcasting and its future:

1.

That CBS as the leading radio network service, initiate immediately a program of sound qualitative research that will establish the real value and impact of radio broadcasting as an advertising medium, make the results thereof available to all advertisers and associated advertising groups and abandon as a principal selling tool of radio, all present purely quantitative rating systems and other research data of limited, temporary and questionable value.

2.

That CBS and its affiliates take the initiative in strengthening the standards and practices of good broadcasting.

3.

That CBS abandon any present or future effort to establish network service rates on a unilateral basis for its affiliated radio network stations, and that it will hereafter establish such rates on a bilateral basis as a matter of contract with each individual radio broadcasting station with which it is affiliated.

4.

That the concerted effort of certain advertisers to achieve further reductions in the rates charged for radio broadcasting network programs be firmly and finally rejected and that the CBS Radio Network abandon and reject any business practice to stimulate sales in the industry by rate cutting and in this respect, that the rate reduction established July 1, 1951 be rescinded and that such rates be restored immediately.

5.

That CBS immediately consider, upon the most urgent request of its radio station affiliates, the advisability and necessity, based on higher operating costs and greater value expressed in constant value dollars, of increasing daytime radio rates to a level not less than 20% higher than that existing prior to July 1, 1951.

TAKING oath of office for second consecutive term is FCC Comr. Rosel H. Hyde (l), before Chief Judge Harold M. Stephens of the U. S. Court of Appeals for D. C., last Monday. Ceremony was held at FCC headquarters in Washington's New Post Office Bldg., with other Commissioners and FCC staff executives attending.

SECURITY GUARDS

Pratt Confers With Truman

HARADEN PRATT, telecommunications adviser to the President, conferred last Tuesday with the Chief Executive on progress made by Mr. Pratt.

While the discussions were termed "classified" by Mr. Pratt's office, it was reported that the telecommunications adviser briefed Mr. Truman on actions taken thus far, and on "telecommunications problems relating to the national security."

It was believed that Mr. Pratt and the President discussed certain international frequency matters outside the realm of commercial radio-TV, and on the role being played by the Interdepartment Radio Advisory Committee. IRAC determines spectrum needs among various government agencies, with FCC represented in its membership and advises on private broadcast and non-broadcast channel requirements.

Mrs. Martha Goddard

FUNERAL services were held in Chicago last Wednesday for Mrs. Martha Goddard, 61, sister of George B. Storer, head of the Storer Broadcasting Co. Burial services were held on Thursday in Zanesville, Ohio. Mrs. Goddard died Tuesday in Chicago. Mrs. Goddard was the widow of insurance executive Converse Goddard. She is survived by two children and a sister, Mrs. J. Harold Ryan, wife of the senior vice president of the Storer Broadcasting Co., and Mr. Storer.

REYNOLDS RENEWS

$9.5 Million Shows on NBC

RENEWALS representing some $9.5 million in gross annual billings have been signed by the R. J. Reynolds Tobacco Co. with NBC and NBC-TV, John K. Herbert, vice president in charge of radio network sales, and Edward D. Madden, vice president in charge of TV network sales and operations, announced last Tuesday.

The renewal business was placed through William Esty Co., New York.

Mr. Herbert announced that the tobacco company again will sponsor the *Vaughn Monroe Show* starting Sept. 3 at a new time, Wednesday 8-8:30 p.m. EDT, over NBC radio. The other radio renewal is for another 52 weeks of the time period currently occupied by NBC's *Grand Ole Opry*, Saturday, 9:30-10 p.m. EDT.

On television, Reynolds has renewed for 52 weeks the *Camel News Caravan* (NBC-TV, Mon.-Fri., 7:45-8 p.m. EDT). The tobacco firm also will resume sponsorship of the first half-hour (9-9:30 p.m.) of NBC-TV's *Your Show of Shows* on Saturday when the program returns in the fall.

PRIZE FIGHTS

Radio-TV Rights Cut to D. C.

PRIZE FIGHT promoters in the nation's capital will start sharing their income from the sale of radio and TV rights with the District of Columbia Boxing Commission, following Congressional passage last week of HR 5768 [B•T, June 23].

Bill amended the D. C. Boxing Act, provided that 10% of all income, including revenues from the sale of radio and TV rights, must be paid to the local Boxing Commission. Exempted from this payment are bouts arranged by the Amateur Athletic Union. The bill passed the House on May 26, the Senate June 21, and was repassed by the House and Senate June 30. Reason for conference was the exemption for the AAU, proposed by the Senate.

"Disastrous" was the word used by John Russell Young, former president of the D. C. Board of Commissioners, in describing the effect of TV on boxing receipts in Washington. In a letter to Congress in 1951, when the bill was first introduced, Mr. Young showed that the Boxing Commission's income, based on 10% tax on admissions only, had fallen from a high of $37,900 in 1944 to $13,031 in 1950 and $12,548 in 1951.

BAB Membership

WILLIAM B. RYAN, president of Broadcast Advertising Bureau, announced Wednesday that BAB has gained 78 radio outlets since April 1 and membership now stands at 650 stations. April 1 was the beginning of BAB's fiscal year.

New Radio Act

(Continued from page 27)

hibition against practice before the Commission of Commissioners who resign before their term is up, the conferees said:

> **The members of the committee of conference feel that, for this purpose, representation of persons before the Commission includes appearance as a matter of record on applications, briefs, and other matters, as well as personal appearances.**

This provision was in the Senate version and included key staff men as well. It was strongly urged by long-time FCC enemy Rep. Eugene E. Cox (D-Ga.), but the House did not include it in its version.

The provisions of the McFarland Bill become effective immediately upon the President's signature. Procedural changes will not affect any proceedings under way before enactment, and review revisions will not apply to those cases in court before enactment.

NARTB DRIVE

Special Committees Named

SPECIAL "Register and Vote Committees" have been named by 13 state broadcast associations, according to Harold E. Fellows, NARTB president.

Committees will work with NARTB in the nationwide register-vote drive being conducted by NARTB in conjunction with the American Heritage Foundation. The drive seeks to help bring out a record number of votes this autumn.

Seven Committees Appointed

Seven new committees were announced as follows:

South Dakota—B. J. McElligott, KSDN Aberdeen, chairman; Robert Tincher, WNAX Yankton; Ray Eppel, KORN Mitchell; Keith Nighbert, KUSD Vermillion.

Kentucky—J. W. Betts, WFTM Maysville; F. E. Lackey, WHOP Hopkinsville; George W. Norton, WAVE Louisville; Gilmore Nunn, WLAP Lexington.

Kansas—Fred Conger, WREN Topeka, chairman; Frank Webb, KFH Wichita; Wendell Elliott, KGNO Dodge City; Robert L. Pratt, KGGF Coffeyville.

Maryland-D. C.—John E. Surrick, WFBR Baltimore, chairman; Charles J. Truitt, WBOC Salisbury; William Paulsgrove, WJEJ Hagerstown; Joseph L. Brechner, WGAY Silver Spring.

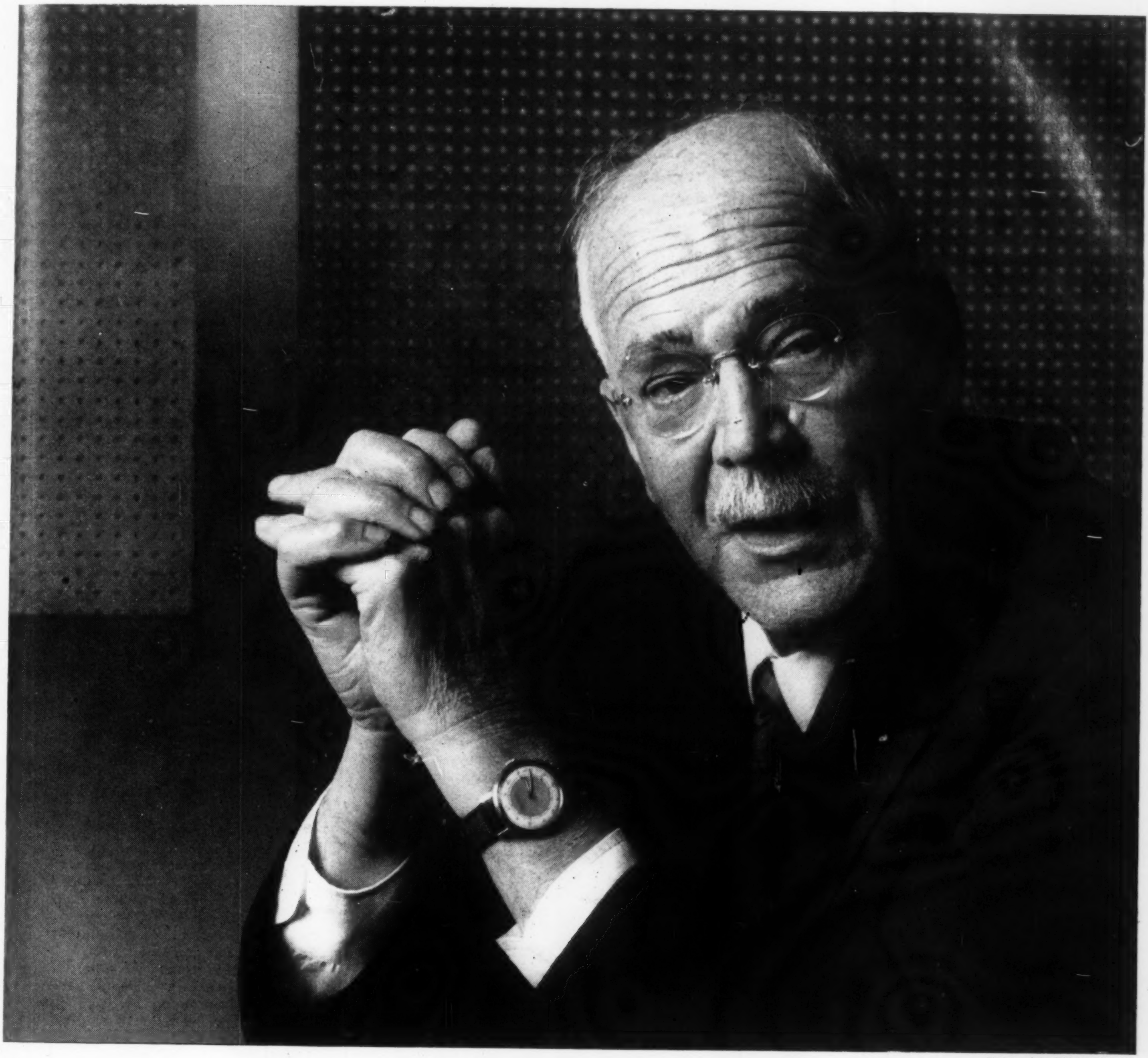
Mississippi — Wiley P. Harris, WJDX Jackson, chairman; Mrs. Norma H. Leggitt, WLAU Laurel; Phillip D. Brady, WAPF McComb; Robert F. Wright, WTOK Meridian; Charles Newman, WCJU Columbia.

Montana—J. P. Wilkins, KFBB Great Falls, chairman; V. V. Clark, KOOK Billings; Marion Dixon, KGVO Missoula; Ed Cooney, KOPR Butte.

Wisconsin—Ben A. Laird, WDUZ Green Bay, chairman; Bruce Wallace, WTMJ Milwaukee; George Frachette, WFHR Wisconsin Rapids; Michael Henry, WKOW Madison; Bruce Bickel, WOBT Rhinelander.

XUM

NBC's MEN IN THE NEWS: *Kaltenborn*



Photograph by RALPH STEINER

"The situation is tragic—but not serious."

H. V. Kaltenborn has been estimating serious situations since the Spanish-American War, in which he was a soldier-correspondent. Since then he has spent twenty years in the newspaper business and thirty years as a radio commentator.

In a career which could fill several books (and has), Mr. Kaltenborn has broadcast interviews with Hitler, Mussolini, Ghandi, and Chiang Kai-Shek, has been captured by Chinese bandits and in his coverage of the Spanish Civil War was the first to broadcast from the scene of battle.

Every Monday, Wednesday and Friday, H. V. Kaltenborn's clipped speech and famed pronunciation of "Russia" are heard on PURE OIL NEWS TIME, sponsored by the Pure Oil Company. And along with the rest of NBC's distinguished company of newsmen, Mr. Kaltenborn is currently reporting on both radio and television the biggest political news since 1932.

Kaltenborn, the dean of radio news commentators, is another reason why most people hear the news first and hear more of it from NBC.

NBC *radio and television*
a service of Radio Corporation of America

SNAPPED during the luncheon interlude at the Tuesday session of CBS Radio affiliates were (l to r): J J. Bernard, KOMA Oklahoma City; J. W. Woodruff Jr., WRBL Columbus, Ga.; Earl W. Winger, WDOD Chattanooga, and Hoyt B. Wooten, WREC Memphis.

AT another table following the opening CBS Radio affiliates meeting, attended by approximately 150 persons, were Gilmore Nunn, WCMI Ashland, Ky.; Hugh Terry, KLZ Denver; John E. Fetzer, WKZO Kalamazoo and WJEF Grand Rapids; and Howard Lane, KOIN Portland, Ore.

* * *

CBS Heeds Affiliates on Rates

(Continued from page 24)

Wednesday session, in addition to Messrs. Paley and Stanton, included Joseph H. Ream, CBS executive vice president; Adrian Murphy, president of CBS Radio; Herbert V. Akerberg, vice president in charge of station relations; Louis Hausman, administrative vice president, and John J. Karol, vice president in charge of network sales.

In their own session the affiliates made clear that they saw no justification for a cut in network rates; that, on the other hand, rising costs and inflationary dollars make increases justifiable; that radio was down-grading itself even before television emerged; that strict maintenance of the card rate is vital; that a reduction in network prices will engulf the entire radio industry, and that reductions will no more serve to stabilize the business than last year's did.

CBS Radio's business is down by more than the 10% by which rates were reduced a year ago, leaders noted. They estimated that affiliates now are getting approximately 80% as much money from the network as they did before the 10% cut went into effect. On the other hand, they reported local and spot volume higher today on most stations than a year ago.

In his speech, which drew a standing ovation from the other affiliates, Mr. Sholis decried rate-cut talk and under-the-counter deals, and prescribed "a formula of sound business practices without which no medium can remain important and healthy."

This formula, he said, "is neither as easy nor as quick nor as simple as cutting the rates would be. It demands a powerful faith in radio as a great advertising medium. It involves vision, intelligence, ingenuity, hard work and courage. But it will encourage wholesome competitive selling and provide better service to the listener. And it is the only formula that can succeed."

Mr. Sholis spelled out the formula as follows:

(1) CBS Radio officials should "face up to their responsibility to end their reckless price war by telling us tomorrow there will be no rate cut."

(2) They should "tell us that as of this minute CBS has become a 'No Deal' network. Nothing could be more salutary, nor contribute more toward stimulating our business than an announcement by CBS that henceforth no advertiser can expect any rate concession, special discount, talent contribution, or anything else not published on the card and offered to all advertisers."

(3) They should "tell us that CBS will immediately take the lead in underwriting and developing sound research that will measure all the dimensions of radio . . . It's ironic and it's tragic that after 30 years we still don't really know what radio is worth . . . "

(4) They "should take the lead in stripping network salesmen of that Frankenstein of the radio industry—the rating pocketpiece. . . . All of us are carrying programs whose ratings wouldn't merit a small-type footnote in the pocketpiece; but they sell products and pay off the advertiser who doesn't give a hoot about the rating. . . . Selling by ratings as we do now is just plain stupid. It is a sales tool that misleads the advertiser to his own disadvantage and certainly cheats us."

(5) CBS Radio "should take the initiative in restoring the standards of good broadcasting they were so instrumental in getting the industry to accept years ago. . . . "

Cites Purpose of Meeting

At the outset of his address Mr. Sholis made clear that those who called the meeting possess "sincere respect" for CBS Board Chairman William S. Paley and his associates. The meeting, he said, "stems primarily from the fact that we have unshakable confidence in radio, and that we take great pride in being affiliates of the nation's No. 1 radio network."

But with leadership goes responsibility, he declared.

The meeting, he made plain, was motivated by alarm over reports—publicly undenied by the network—that CBS Radio was planning, or already had promised advertisers, rate cuts ranging as high as 50% in nighttime periods.

Alluding to the 10% rate cut touched off by CBS Radio in 1951, when advertisers were informed before the affiliates were, Mr. Sholis said that again "apparently . . . we are learning about the selling of our nighttime schedule at a bargain basement rate after it is an accomplished fact." He continued:

"Sixteen months ago we were told that the rate cut was the cure-all for our network's problems. We didn't believe it, but we went along, willing to be shown. The ensuing months proved us right. If the price of network radio wasn't the answer then, it would be fantastic to be told it is the answer now. Price cutting was not the answer then, it isn't now, and never will be.

"You will find that, historically, price wars have never solved a competitive problem until someone has gone bankrupt."

In a reference which some affiliates considered highly significant, Mr. Sholis cited last year's spectacular price war between Macy's and Gimbel's department stores in New York, and declared:

"The only significant change is that a flock of the top officials of one of the stores is no longer with it."

Getting back to the subject of radio rates, and reviewing NBC's abortive attempts to reduce time charges, he continued:

"Here are two giants of our industry engaged in a brutal price war. The alarming fact is that they seem determined to fight this price war to the death—of the last affiliate.

"You know full well that if CBS initiates another round of rate cutting, the other networks will follow. Nobody will gain in the long run, certainly radio will be seriously injured and the advertisers' confidence in our medium will be further impaired.

"How long can you continue selling a 69-cent tube of toothpaste for 29 cents before people begin to believe it is only worth 29 cents?"

Mr. Sholis charged that radio's "lack of business character—not the price of network radio—is responsible for the pressure of advertisers to reduce rates." This, he said, applies to radio stations as well as to networks.

"No advertising medium," he asserted, "can remain vigorous in the fire-sale atmosphere gripping radio today, or in the situation that will result from a reduction based on some arbitrary formula pulled out of the air. Our immediate problem is not that of selling out sustaining network time periods. Our problem is to restore respectability to the network business."

Mr. Sholis told the other affiliates that "no intelligent broadcaster is afraid of reducing his rates when he is convinced that he is overcharging the advertiser." But, he continued, it is "stupid" and "suicidal" to cut rates "out of fear, panic, intimidation, desperation or a misguided desire to keep up with a rate cutter down the street.

Find Fair Value

"Before we tinker with the rates," he advised, "let's find out why we want to do it, and *what rate* does represent a fair value. The advertiser isn't seeking an unfair advantage. He's as much concerned as we in keeping radio a healthy medium to help him sell his products at a profit."

The research which he proposed, Mr. Sholis said, should show "for the first time, the true value of radio as an advertising medium—its true value in terms of impact and results—its true value today in relation to other advertising media. Then and only then," he asserted, "will we have a sound basis on which to build our pricing problems."

"We're the advertising medium that has been researched to the hilt," he added. "We've misused the research we've had, and had yet to get the research we need."

Until now, he continued, radio hasn't had to "operate at its most efficient best," and its notable success thus far "is a tribute to the inherent power of radio—not a testimonial to management." Further, he contended:

"It would be foolish to underestimate the strength of the new competition with which radio is

(Continued on page 36)

NBC... NBC... NBC... NBC... NBC... NBC...

0.5 MV POPULATION AREA

1,709,000

GREATER THAN POPULATION IN ANY OF 16 STATES

Youngstown Metropolitan Area

541,600

(Mahoning, Trumbull & Mercer Counties)

POPULATION GREATER THAN EACH OF 5 STATES
RETAIL SALES GREATER THAN 6 STATES

WFMJ sells merchandise in America's 30th market

Phone or Write
HEADLEY-REED CO.
or

WFMJ

5000 WATTS and 50,000 WATTS FM

101 West Boardman St.
Youngstown, Ohio

The NBC Station Serving Greater Youngstown, O.

CBS Heeds Affiliates on Rates

(Continued from page 34)

confronted. But it is equally foolish to overlook the fact that every fundamental superiority that made radio important and effective is still here and still intact.

"Radio's ability to inform, to entertain, to educate, to *sell* makes radio indispensable, not only to the listeners who depend on it, but to advertisers. They know that radio today still reaches more people, in more ways, at more times, in more places, and at a lower cost than any other basic medium. Only—they would also like to be shown the evidence. And in all the millions of rating statistics we not only fail to produce it—we obscure it."

Noting that radio in the past (through BMB) had tried two uniform national coverage measurements, and asserting that the proof of their benefit is at best "quite obscure," Mr. Sholis said that "our present situation is outstanding as an example of no progress at all."

Two Studies Under Way

He pointed out that two studies are under way concurrently, with CBS subscribing to one (Standard Audit & Measurement Services) and NBC to the other (Nielsen Coverage Study).

"Each," he said, "is studiously designed to measure the same thing, only with a guarantee that the figures will not match. There's the further guarantee that comparing their results will merely compound the confusion. They will contribute little, if anything, toward giving us sound business information on which we can base our rates."

He continued:

"In the beginning radio set its rates by instinct. Long before television got out of the laboratory stage, when everything else that advertisers bought was going up, we kept our rates down. The peak reached by network rates reflected a compromise between the obviously increasing values of radio, the advertiser's logical resistance to rising rates, and the networks' fear of being unable to maintain a virtually sold-out condition.

"The basic factor building up the advertiser's resistance—then as now—was radio's inability to supply believable evidence that it was worth more. Everybody knows that rates stood still while the medium continued growing. It grew despite its statistics, not because of them—and these are the very same statistics now being used to beat radio into submission.

"While radio was investing spectacular amounts of money to torture itself into smaller and smaller measurements of its audiences, the printed media were multiplying their ABC circulations by anything from 2½ to 10 times. They called it 'pass along readership' or 'cumulative audience.' . . . Radio's audiences are bigger, as everyone knows, but the printed media erased this advantage by describing their small potential so attractively that advertisers could not resist the mere *opportunity* to reach their readers.

"Nobody knows today whether radio rates are too high, too low, or exactly right. Certainly, at its 'traditional' rates, advertisers found network radio an exceptionally effective medium for selling their products. Because those network rates remained static so long, however—and this is important—radio in 1952 is already actually selling for less than it did in the pre-television era. Sometimes I'm afraid that our industry is the only one that blindly or ignorantly refuses to recognize what the inflationary cycle has done to the value of a dollar.

"Newspapers, magazines and all other media have raised rates on the basis of increased costs as well as increased circulation. Only radio has been so timid as to be afraid to tell the advertisers that its operating costs have gone up."

Mr. Sholis said a CBS vice president—not identified—stated openly about a year ago "that he questioned whether radio could afford to expose itself to searching measurement." In answer, Mr. Sholis noted that *Life* magazine claims a potential of only 20% of the adult population, yet does a bigger dollar volume of business than CBS Radio.

"Why in the world," he asked, "should we be timid about our medium which has a potential audience in 96% of the nation's homes 365 days a year?"

"If we undertake an honest, conscientious measurement immediately—if we convince the advertiser we are finally going after sound research—the advertiser will be patient with us and will work with us—and we need fear nothing so long as radio continues to sell the advertisers' products profitably," the keynoter declared.

"Then, within the next year, we can develop a fund of new information about the power of radio that will enable the advertiser to use it more effectively and we can fix a price that will be logical and equitable."

In his denunciation of ratings as a sales device, Mr. Sholis declared:

"Each month we beat the tom-toms and do a war dance around the charmed circle of top-rated shows. And, in effect, we are telling 175 other advertisers that their radio programs are no good.

"Meanwhile, what about the new advertisers that network radio needs so badly today? Our addiction to ratings is an open invitation to them to stay away, because of the difficulty of crashing the charmed circle of the top 10 who seemingly are getting more out of their investment than they can. . . .

"My friend, Andrew Heiskell, publisher of *Life* magazine, never blows the trumpet on Friday nights to announce the 10 advertisements in his magazine that have enjoyed the largest readership . . . selling by ratings as we do now is just plain stupid."

Mr. Sholis argued that CBS Radio, "as the nation's leading network" [it had eight shows in the top 10 evening program Nielsen ratings for May 18-24, and nine in the top 10 weekday shows], "can drop the rating system without being accused of sour grapes." Then, he said, "we can return to real selling on the merits of our medium."

He cited as "a significant and cheering development" the case of "a certain auto manufacturer" who cut back his TV show from five to three days a week, putting the extra money into a CBS Radio evening show twice a week—"at the card rate"—which has paid off so well in sales that the sponsor is extending the radio contract from "seasonal" to regular term.

"Furthermore, his program is running in the same evening time bracket for which another advertiser is reported to have succeeded in getting a whopping rate concession for the fall on the basis that his ratings had dropped," Mr. Sholis asserted.

He also attacked some of the techniques networks have devised to improve "flexibility." Among them: Five-minute shows which "turn up at the oddest times" and which, he charged are just "glorified spot announcements"; and the multiple - program participation plans—"call it Tandem, call it Pyramid, call it a rose; it still smells."

Against Advertising Excesses

In his demand for network leadership in return to standards of good broadcasting, Mr. Sholis quoted CBS Board Chairman Paley's plea against advertising excesses during debates on the NAB code in 1946. He said Mr. Paley "was everlastingly right then and I don't believe he has changed his mind," but that somehow "the basic elements of good taste . . . have been degraded by our network."

"The standards we adhered to six years ago are still valid," he said. "CBS should revive them."

He found talk of programming economics "disturbing."

"Actually," he said, "we should maintain quality of programming as an investment in our confidence that good radio will survive this turmoil. The other course spells a death sentence for good radio. If we cheapen our product, we will lose listeners and then there'll be no debate about cutting rates. We won't be able to do it fast enough. . . .

"Every radio station in the industry is in for it, if we ignore our better business judgment and instead embrace the rules and ethics of the hock shop . . . "

In connection with demands for solid research to show radio's salesmanship, Ed Craney, of the "XL" stations of Montana, Oregon and Washington, submitted a compilation of results of 107 surveys made in 18 states, which showed that on an equal-dollar investment radio created 29.1% of store traffic compared to 27.6% created by newspaper advertising. From the standpoint of dollar sales, radio was credited with 36% against 26.2% for newspapers.

Mr. Craney also submitted a brochure asserting that "America's top advertisers . . . choose radio over all other media" and since 1936 "have put their greatest reliance on radio."

AFFILIATE UNITY

Seen in N. Y. Meeting

RADIO has gone a long way since the days of the thundering '30's and the furious '40's.

At the CBS affiliates meeting last Tuesday, the big surprise was the fact that the approximately 150 attending delegates voted unanimously against any rate revisions downward—and also were of one accord on all other issues. It had never happened before within memory of old-timers.

After Victor A. Sholis, WHAS Louisville, had delieverd his ringing keynoter calling for an end to the price war and a return to prudent business operation, one of the first to commend him from the floor was Ed Craney, managing head of the XL Stations in Montana, Washington and Oregon, who asserted it was the "finest speech I've ever heard in all of my years in radio." Mr. Craney was the head of the Independent Broadcasters Assn. which fought clear channels for more than a decade. And Mr. Sholis, prior to joining WHAS, was the managing director of the Clear Channel Broadcasting Service.

Afterward, Mr. Craney seconded several motions made by Mr. Sholis. This brought from Mr. Sholis the observation that radio indeed has come a long way when Craney and Sholis could agree.

There were other eye-openers too, demonstrating the singleness of purpose of the affiliates. When George B. Storer, president of Storer Broadcasting Co., and chairman of the sessions, suddenly was called away from New York last Tuesday because of the death of his sister in Chicago, he turned the gavel over to John F. Patt, president of the Good Will stations. Mr. Storer owns WJBK-AM-TV in Detroit. Mr. Patt operates WJR Detroit.

Affiliates Registration

FOLLOWING is the registration list of CBS Radio affiliates at their "Crisis Conference" in New York last Tuesday and Wednesday. Spokesmen noted that some of those named represent more CBS Radio stations than are shown here, "making the total number of stations represented greater than is indicated." The list:

KBOW, Mr. and Mrs. F. Reardon; **KERN**, Leo Ricketts; **KDAL**, Dalton

(Continued on page 38)

Reaching for the Sky

There is no such thing as programs remaining static, or "by formula" at WREC. Programming is kept fresh, interesting, keyed to the moment . . . constantly reaching for that which is better.

That the audience appreciates this is reflected in the fact that WREC has the highest average Hooper rating in Memphis—and actually costs less per person reached (10.1%) than in 1946.

Alert advertisers know WREC brings them more in sales—more in prestige.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS, 600 KC, 5000 WATTS

RWG STRIKE

Three Networks Affected

THE RADIO Writers Guild called a strike early Wednesday morning against NBC and CBS and at 4 p.m. against ABC in New York City and Chicago in a dispute over union demands for extra fees for staff news, continuity and other writers when working on sponsored broadcasts.

Plans have been formulated by the union to picket the Republican Convention in Chicago today (Monday) unless a settlement is reached. Graham Grove, co-chairman of the strike committee, said that plans call for 100 pickets to march in front of the convention site and in front of the Merchandise Mart and the Wrigley Bldg., which house the networks in Chicago.

Negotiations between the union and the networks had been in progress intermittently since Sept. 30 when the contract expired. The disagreement that resulted in the strike came when the networks refused a union demand during a negotiation session last Tuesday for special fees for work on sponsored local broadcasts. The Guild claimed that staff announcers, directors, producers and others working on a sponsored show received fees above their salaries and said that writers should be entitled to a similar arrangement.

The union revealed that the networks were willing to negotiate for such fees on network programs but it pointed out that only a small number of writers would be affected by such a concession.

Ira Marion, eastern region vice president of the guild, said that 67 writers in New York and 8 in Chicago were involved in the dispute but that he expected 1,200 other guild members across the country to support the walkout.

100 Programs Affected

An estimated 100 news and other programs were affected by the strike but network spokesman said that no programs were missed. Supervisory personnel prepared the shows and said the situation was "well in hand."

All three networks said they would be satisfactorily staffed for the Republican Convention opening today (Monday). Both NBC and ABC in Chicago have a union contract with the National Assn. of Broadcast Engineers and Technicians and CIO. CBS holds a contract with the guild but said a large part of its convention coverage would be by commentators with their own writers under contract.

At NBC 9 radio news and 11 radio script writers were on strike and some NBC-TV news and script writers were also affected. ABC announced that nine news writers and seven continuity writers were involved in the dispute. CBS said that 28 employes were on strike.

Radio-TV Rebuff, Embrace in Chicago

(Continued from page 25)

radio and TV should have equal rights with other news media.

The NBC telegram was sent on June 27 by President Joseph H. McConnell. Acting for CBS in a similar role were Adrian Murphy, president of CBS Radio, and J. L. Van Volkenburg, president of CBS-TV. They all sent telegrams to Sen. Taft and Gen. Dwight D. Eisenhower asking for support of their position.

Sen. Taft notified NBC on Monday that he had "absolutely no objection to the use of television in hearings on contests and I have so informed Mr. Gabrielson, but I do not think I should attempt to dictate to the National Committee."

The four TV networks meanwhile had been urged on Monday by the American Television Society to protest the proposed action. ATS called on the broadcasting industry to "use its utmost power to obtain a reversal of any adverse decision."

Sig Mickelson, CBS-TV director of news and public affairs, issued this statement Wednesday:

> **Our primary concern in insisting on television coverage of the hearings was to provide the people with information we feel that they are entitled to first-hand, information on our democratic processes that only television can provide. In screening television out of the hearings, the committee is only refusing to recognize progress. . . .**

Earlier the same day in a 30-minute interview on CBS-TV, Presidential hopeful Harold Stassen and United Auto Workers President Walter Reuther said they saw no reason why TV should not be admitted to the hearings. Mr. Stassen noted: "This is the proof; I'm before your cameras now."

The Democratic National Committee in its official publication, *The Democrat*, exclaimed gleefully: "Washington political observers believe the impact of television coverage of the bitter fight . . . will have an important effect on the vote in November." It added this punchline: ". . . even if the Republicans impose a television blackout on pre-convention hearings."

Sen. Estes Kefauver (D-Tenn.), another Presidential aspirant, called on the GOP to "reverse its position." He said his party "will not make the mistake [of refusing] to televise the pre-convention proceedings." He added: "Television has as much right to be present . . . as any other news medium."

Meanwhile, action on many other fronts pointed up the advent of the July political parade on radio-TV. Among previously unreported developments were these:

- **AT&T beat its deadline for linking 10 new cities to the Bell System's inter-city TV transmission network. Miami and New Orleans received their first live programs Monday, with others scheduled to join during the week. Seattle was to hook up yesterday (Sunday) through KING-TV.**
- **NBC radio-TV confirmed that comedian Bob Hope will give his impressions of political actions at the conventions; ABC has signed up Roger Pryor for comic relief.**
- **ABC-TV announced it will introduce a new "periscope eye" to "look over" the heads of crowds at the meets.**
- **Admiral Corp., ABC radio-TV convention sponsor, reported it had spent over $10,000 and installed 5,500 feet of cable to furnish 20-inch sets for the conventions. Receivers will be loaned wire services and newspapers. Thirty sets will be used as monitors.**
- **Wells Church, CBS Radio news and public affairs director, announced major convention assignments for Edward R. Murrow, Lowell Thomas, Charles Collingwood, Don Hollenbeck, Dwight Cooke and Alistair Cooke.**
- **NBC will move a staff of 300 and $2 million worth of facilities to Chicago, according to William McAndrew, network TV public affairs director. NBC will air 16 TV and 11 radio special convention programs.**
- **WKY Oklahoma City and WNBK (TV) Cleveland announced it would send crews to the GOP meet. Additionally, CBC was to dispatch correspondents there for the Trans-Canada and Dominion networks.**
- **Magazines (including the *Saturday Evening Post*) and many newspapers ran feature stories on radio-TV convention coverage last week. *Look* bought 32 spots on WJZ-TV New York during convention weeks.**
- **Major radio-TV networks announced lists of executives who will attend conventions.**

Those listed follow:

ABC—Robert E. Kintner, president; Ernest Lee Jahncke Jr., vice president and assistant to the president; Thomas Velotta, vice president in charge of radio news and special events; Donald G. Coe, director of radio news and special events; John Madigan, director of TV news and special events; William Whitehouse, manager of radio special events; Paul W. White, managing editor of ABC-AM-TV network convention news staffs; Charles Underhill, national director of ABC-TV program department; Frank Marx, vice president in charge of engineering and general service; William Trevarthen, director of AM-TV engineering operations; Edward C. Horstman, ABC Chicago manager of engineering and general service department; and John Pacey, director of public affairs.

CBS—William S. Paley, board chairman; Frank Stanton, president; Adrian Murphy, president, CBS Radio Network; J. L. Van Volkenburg, president, CBS Television Network; Hubbell Robinson Jr., vice president in charge of TV network programs; Earl Gammons, vice president in charge of CBS Washington office, and William J. Fagan, administrative sales manager for CBS Television.

DuMONT TV—Rodney D. Chipp, director of engineering, who will supervise installation and operation of equipment, and James L. Caddigan, director of programming and production.

MUTUAL — William H. Fineshriber Jr., executive vice president in charge of Mutual-WOR AM operations; Milton Burgh, director of news; Arthur Feldman, director of special events, supervising all broadcast activities, and Francis X. Zuzulo, director of press information.

NBC—Niles Trammell, board chairman; Joseph H. McConnell, president; Sylvester L. (Pat) Weaver Jr., vice president in charge of radio and TV networks; Frederic W. Wile Jr., vice president and director of TV network production; William R. McAndrew, director of TV public affairs; Davidson Taylor, general TV production executive; A. A. (Abe) Schechter, general TV executive and supervisor of *Today*: William F. Brooks, vice president in charge of public relations; Henry Cassidy, director of radio news, special events and public affairs; Sheldon Hickox Jr., director of TV station relations; Eugene Juster, general manager WRC-WNBW (TV) Washington; Francis McCall, director of TV news and special events; Joseph Meyers, manager of operations, radio news, special events and public affairs; John F. Royal, consultant; Frank Russell, vice president, Washington, D. C.; Adolph (Ad) Schneider, manager of TV news and special events operations; Frank Young, director of press, and Allan H. Kalmus, press TV manager.

Streibert's Post

THEODORE C. STREIBERT, president of General Telecasting System [B•T, June 30], is also a board member of MBS. His name was inadvertently omitted in the list of directors released by the network following the June 26 board meeting.

Affiliates Registration

(Continued from page 36)

LeMasurier; KDSH, W. Whillock; KFAB, Harry Burke; KFBB, Jos. Wilkins; KFH, Frank Webb; KFRE, Paul Bartlett; KGLO and WTAD, Herbert Ohrt; KIMA, Lee Black; KIRO, Saul Haas; KLRA, William V. Hutt; KLYN, H. Roberson; KLZ, Hugh B. Terry; KMBC and KFRM, George J. Higgins; KMBY, Sil Aston; KOIN, Howard Lane; KOOK, V. V. Clark; KOMA, Jos. Bernard; KOTA, Nick Wyckoff and Robert Dean; KRLD, Clyde W. Rembert; KROY, C. F. Coombs; KSJB and KCJB, John Boler; KTBC, J. C. Kellam; KTRH, Ray Herndon; KTSA, Charles D. Lutz; KTTS, G. Pearson Ward; KTUL and KFPW, John Esau; KXLY, Ed Craney.

KWFT, Kenyon Brown; WADC, Allen T. Simmons and Robt. Wilson; WAKE, Arthur Beckwith and Wilkins Norwood; WAPI, Thad Holt; WBIG Gilbert Hutchison; WBNS, Richard A. Borel and William Orr; WBRY, J. Maxim Ryder; WBT, Charles Crutchfield and J. M. Bryan; WCAO, L. Waters Milbourne and Clyde Y. Morris; WCAU, Donald Thornburgh; WCAX, C. P. Hasbrook and J. D. Swan; WCHS, John T. Gelder Jr.; WCMI, Gilmore Nunn; WLAD, Charles Warren; WCOV, Hugh Smith; WCSC, John M. Rivers; WDAE, D. E. Smiley and L. S. Mitchell; WDAN, Robert J. Burow; WDBJ, John W. Harkrader; WDOD, Earl Winger; WDNC, J. F. Jarman.

WDRC, Franklin M. Doolittle, Walter B. Haase, and William Mals; WELM, Walter Valerius; WFBL, Samuel Woodworth; WFBG, Fred Weber; WFBM, William F. Kiley; WFMA and WCEC, Josh Horne; WFMD, Laurence Leonard and Alan W. Long; WGAN and WGUY, Creighton Gatchell.

WGAR, Carl George and John Patt; WGBI, Mrs. Douglas Holcomb and George D. Coleman; WGWC, Oscar Covington; WGR, I. R. Lounsberry; WHAS, Victor Sholis, Lisle Baker Jr., and Neil D. Cline; WHEC, Clarence Wheeler and Gunnar O. Wiig; WHIO, Robert Moody; WHOL, J. F. Chambers; WHUM, Humboldt Greig; WIBW, Ben Ludy and W. L. McKee; WIBX, Elliott Stewart; WIOU, Carl Jeffrey; WISN, D. L. Provost; WJLS, Mrs. Virginia Cooper and Joe L. Smith Jr.; WJR, Gordon Gray and Worth Kramer; WKBN, J. L. Bowden and W. Williamson; WKRC, Hulbert Taft and David Taft; WKRG, F. E. Busby and Kenneth R. Giddens.

WKZO and WJEF, John Fetzer; WLAC, F. C. Sowell; WLBC, E. A. Burton and William Craig; WMAS, Gerald Harrison; WMAZ, W. F. Cobb and Frank Crowther; WMBD, Charles C. Caley; WMBR, Frank King; WMBS, Harry C. Burwell; WNAX, Robert Tincher.

WNBF, John Clark Sr., John Clark Jr., and Cecil Mastin; WNOX, R. B. Westergaard; WPAD, Pierce E. Lackey and R. Bryan; WPRO, William S. Cherry Jr. and Arnold F. Schoen Jr.; WRBL, J. W. Woodruff; WREC, Hoyt B. Wooten; WRVA, C. T. Lucy; WSBT, Robert Swintz; WSOY, Merrill Lindsay; WSPB, John Browning.

WTAG, Robert W. Booth and Herbert L. Krueger; WTHI, Joseph Higgins; WTOB, Jim Coan and John G. Johnson; WTOC, William T. Knight Jr.; WTOP, John S. Hayes; WTRY, W. W. Carter Jr. and Harry C. Wilder; WWL, Howard Summerville; WWNC, C. Hoskins; WWNY, Louis Saiff Jr.; WWPA, Woody Ott; WWVA, William E. Rine; CFRB, C. Vaison; Alaska Broadcasting System: C. E. Soden; Storer Broadcasting Co.: George B. Storer, Lee B. Wailes, and John Poole.

XUM

DON LEE'S RADIO AUDIENCES ARE SOARING, TOO!

JAN.–FEB. 1952 vs. JAN.–FEB. 1949*

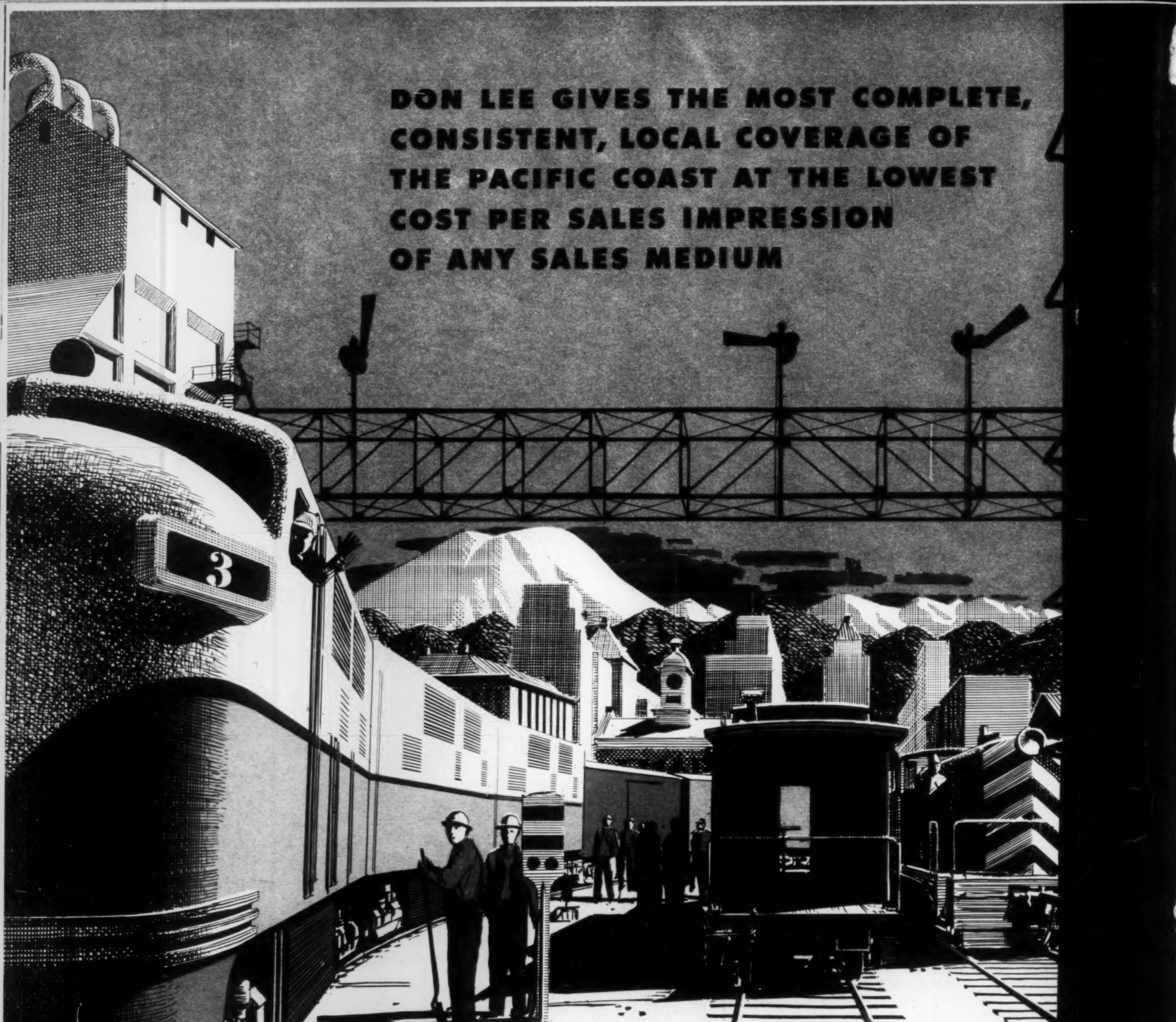
Daytime audience 16.2% higher

Evening audience 13.4% higher

...and network rates are currently LOWER than they were in 1949!

**Pacific Nielsen Ratings, Full network average audience, Monday thru Friday.*

DON LEE GIVES THE MOST COMPLETE, CONSISTENT, LOCAL COVERAGE OF THE PACIFIC COAST AT THE LOWEST COST PER SALES IMPRESSION OF ANY SALES MEDIUM



Pacific Coast rail yards bustle with business, serving more than 14 million people who live in this vast 323,866 square mile area. Only Don Lee can deliver your message clearly and consistently into each market from its own *local* network station. In addition to saturation, only Don Lee can offer you the *flexibility* of spotting your sales messages to your distribution pattern…with no waste.

That's why Don Lee consistently carries more Pacific Coast regional business (with more regional shows in the top 10) than any other network. The advertisers who know the Pacific Coast best also know the best Pacific Coast sales medium…Don Lee.

Represented Nationally by John Blair & Company

The Nation's Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM

1313 North Vine Street
Hollywood 28, California

On All Accounts

(Continued from page 14)

growing contribution to the agency's success.

Another policy has limited accounts to those which can employ fully the agency's talents and receive the direct attention of the principals. Although placing business throughout the United States and Canada and in foreign countries, Lewis & Gilman is a Philadelphia institution and has no branch offices. This also is in line with the belief that constant contact and intimate knowledge of the client's business are essential to the highest type of advertising and public relations operation.

With these principles, the Lewis & Gilman business has grown each year. Some radio and TV accounts among its list of clients are Frank H. Fleer Corp. which features *Pud's Prize Party*, a children's network show on ABC-TV, John J. Feline Inc. (John Corcoran, news commentator) and Central Penn National Bank (daily news and weather program). Other important accounts are Farm Journal Inc., General Refractories Co., Hygienic Products Co., Laros Fextules Co., Lehigh Coal & Navigation Co., Ocean City Mfg. Co., Montague Rod & Reel Co., Split Rock Lodge and Wyeth Inc.

Mr. Gilman is an alumnus of Amherst College and a trustee of Berwick Academy in Maine. He spent his early life in Berwick, Me., where he attended the academy. He is a past president of the Sales Managers' Assn. and a director and former president of the Philadelphia Society for Crippled Children and Adults and a director of the national association. An ardent fisherman, he is vice president and director of the Split Rock Hunting and Fishing Club, a director of the Automobile Club of Philadelphia, and a member of the Union League, the Racquet Club and Merion Golf Club.

Mr. Gilman, who lives in suburban Wayne, is married to the former Marie Randolph of New Brunswick, N. J. He has two married daughters, Mrs. Richard J. Skillman and Mrs. L. Barton Cannell and a son, Randolph, who is associated with him in the business as an account executive. The Gilmans have eight grandchildren.

Stearns Sues NBC

OSBORNE Putnam Stearns, *The Food Magician* on radio for many years, has filed a damage suit for $500,000 against NBC in Federal district court, Chicago. He charges the network ordered him to change the show's format on WMAQ, where it was aired daily for six years until a few months ago. This resulted in low ratings and lost revenue, he asserted. He said officials insisted upon detailed recipes which were "monotonous and boresome," resulting in a lost audience.

Busy 'Battalion'

VOTERS' registration drive of KMBC-KFRM Kansas City, Mo. [B•T, June 16] has been such an outstanding success that the stations are now helping recruit workers for the election commission. As a result of a three-day campaign on the part of "Ballot Battalion" and KMBC-KFRM, the city picked up more than 28,000 registrants. Election commissioner's office confessed that it was concerned about being able to process new voters' papers in time for the state primary Aug. 4. Stations were forced to hold back a special scheme to set up 10 huge "drive-in" places of registration so that eligible voters could register without getting out of their automobiles. The avalanche of registrants was, perhaps, a case of too much success.

FEDERAL RESEARCH

Sen. Ferguson Asks Probe

INVESTIGATION into the research activities of government agencies (including the FCC) on whether there is duplication within the government or with private industries was asked June 26 by Sen. Homer Ferguson (R-Mich.). Resolution (S Res 340) was referred to the Senate Appropriations Committee.

In a table listing the research activities of Federal agencies, prepared by the Bureau of the Budget, the FCC is shown to have spent $193,000 in this field in 1951. It plans to spend $190,000 in 1952 and $215,000 in 1953 on research, the table shows.

FCC research work is centralized under Chief Engineer Edward W. Allen. The FCC Lab. Div., located at Laurel, Md., is headed by Edward W. Chapin. The Technical Research Div. is headed by William C. Boese. Projects undertaken by the FCC are reported to the National Research & Development Board, Defense Dept., and the Central Radio Propagation Lab. National Bureau of Standards.

NEW AM OUTLET

WKOV Begins Operations

WKOV Wellston-Jackson, Ohio, began operations June 21. Owned by Steven H. Kovlan, who is general manager, the new station operates on 1570 kc with 250 w.

Other staff members are James D. Sinyard, commercial manager; Jack D. Daniels, salesman; James Wendling, program director; Andrew H. Kovlan, chief engineer; Betty Troutman, traffic director, and James Hubert, Ted Covat and Jim Darnell, announcers.

'SENSUOUS' TONE

Alleged by Nazarenes

DELEGATES to the 13th quadrennial general assembly of the Church of the Nazarene have taken a strong stand against "sensuous" programs which violate the "sacred precincts" of the home.

Meeting in Kansas City, Mo., June 19-28, some 625 delegates also concentrated their fire on "the low moral tone of much of the current literature, comic magazines and the contents of many books." The delegates represented about 250,000 members in 4,000 churches.

The assembly resolved to ask for "rigid safeguards" to "halt the further encroachments of the evils of the day into the sacred precincts of the home."

As for radio and television, the resolution stated: "We believe it to be detrimental to the welfare of our homes to listen to or view programs of the Hollywood-type of movies or shows of the vaudeville level."

WHBQ CHARGED

Cited in NLRB Order

CHARGE that WHBQ Memphis, Tenn., commercial station owned and operated by Harding College, has committed certain unfair labor practices was confirmed in a final order by the National Labor Relations Board June 28.

NLRB requested the Harding radio station to cease interrogation of employes with respect to their union activities and discouraging membership in the International Brotherhood of Electrical Workers (AFL) and to reinstate an engineer, Frank T. Edwards, it had "discriminatorily discharged" on grounds of economy.

WHBQ is licensed to Harding College Inc., has been on the air since 1925 and operates with 5 kw daytime, 1 kw nighttime on 560 kc. Station is affiliated with MBS.

Plans Building

BEN NEDOW, operator of KECK Odessa, Tex., and TV applicant there, has been granted steel by the National Production Authority to begin construction on a 10-story office building in Odessa. Seven stories of the million-dollar structure already have been leased by the Phillips Petroleum Co. Top three stories are under option to Phillips but may be used for KECK's radio and TV operations.

John C. Armstrong

JOHN C. ARMSTRONG, 79, who retired as partner of the Donovan-Armstrong advertising agency in 1941, died June 25 in Hahnemann Hospital, Philadelphia. He was a former member of the Poor Richard Club. Surviving are a son, John C. Jr., and three daughters, Mrs. Marjorie Carson and Mary R. and Janet G. Armstrong.

First or Second in
38
Quarter Hours
Between 6 a.m. and 7 p.m.*

WFBR "HOME-GROWN" SHOWS OUTSTANDING IN AUDIENCE AND RESPONSE!

Looking for a place to put your minute spots in Baltimore? Pick the WFBR "home-growns"—outstanding participation shows! For instance:

CLUB 1300
Completely outclasses its field—No. 1 show of its kind!

MELODY BALLROOM
Top-rated disc jockey show in Baltimore!

NELSON BAKER SHOW
1st in its time period!

EVERY WOMAN'S HOUR
Top-rated 30-minute woman's show!

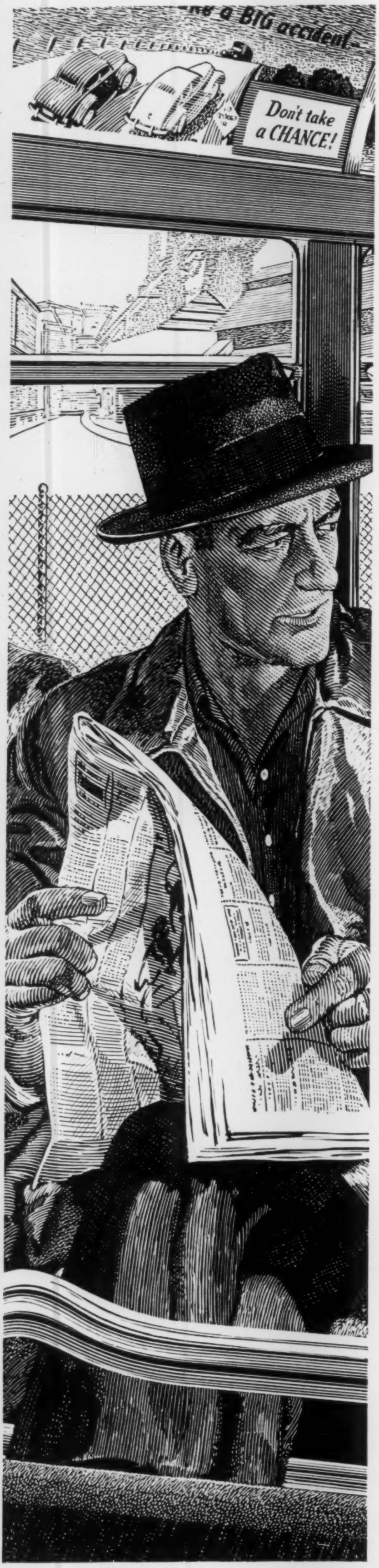
SHOPPIN' FUN
Top locally produced show in its period!

MORNING IN MARYLAND
Misses being tops for 3-hour period by a fraction!

Buy where the top shows are—buy on . . .

*Jan.-Feb. 1952 Pulse Report

WFBR
ABC NETWORK
5000 WATTS IN BALTIMORE, MD.



"Look what *I'm* reading!

"No kidding, Ed . . . the EDITORIAL *page!*

"You know me, Ed...I'm strictly a sports page guy. But when I was home in bed last week with that blasted head cold, I didn't have much to do but read the paper.

"So, with time to burn, I looked at everything but the recipes . . . which is Marge's department, anyways. And, Ed, what I read in those editorials made me mad enough to forget I felt punk.

"One was about *'Creeping Socialism'.* It told what's going on right under our noses . . . a lot of undercover work to turn us into a bunch of spineless dummies, instead of free citizens.

"It warned how we *could* lose some or all of our Freedoms . . . you know, free speech, press, vote and religion. *And* the right to work or live where we please. This editorial showed how other people abroad have let socialism, then communism, take over and make slaves out of them. And all the time these people thought all they had to do was let Government *'take care of them'.* And it sure did!

"Since then, Ed, I've been reading *all* the editorials and articles . . . in newspapers *and* magazines. Been learning to think, too. And to talk things over with my neighbors and the fellows we work with down at Republic . . . things like government ownership and wasteful spending that can bankrupt a whole nation and all its citizens. Yep, I've been learning to appreciate the Freedoms that *we* have and other people *don't.* And best of all, yesterday I REGISTERED TO VOTE. . . *and my wife did, too!* That's the BIGGEST American Freedom of 'em all, and like a dope I've been too careless to protect my own and my family's interests with a ballot!

"Funny, isn't it? From a cold in the head, I got sense in the head."

REPUBLIC STEEL

Republic Building • Cleveland 1, Ohio

REPUBLIC STEEL

Republic* BECAME *strong in a strong and free America. Republic can* REMAIN *strong only in an America that remains strong and free . . . an America whose stores are laden with the many fine products of a free Textile Industry. *And, through Textiles, Republic serves America.* Long-wearing, comfortable dress and suit materials . . . gay prints . . . smart drapery and upholstery fabrics . . . all are spun, dyed and woven on machinery made of carbon, alloy and stainless steels . . . much of them from the mills of Republic. New, almost magical synthetic fibers are today developed and produced with equipment largely made of stainless steels, notably Republic's famed ENDURO. Thus steel does its part to help keep Americans comfortably and smartly clothed the year round.

* * *

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.

our problems
this week

Television Applications Filed at FCC June 27-July 2

†Indicates pre-thaw application refiled   ≠Current Boxscore on page 62

† **BIRMINGHAM, Ala.—The Birmingham News Co. (WSGN-AM-FM)**, UHF Ch. 42 (638-644) mc); ERP 1 kw visual, 500 kw aural; antenna height above average terrain 926 ft., above ground 560 ft. Estimated construction cost $496,500; first year operating cost and revenue not estimated. Post Office address: WSGN Birmingham, Ala. Studio location: To be determined. Transmitter location: 0.7 mile NW of Rosedale on Red Mountain. Geographic coordinates 33° 29′ 23″ N. Lat., 86° 47′ 58″ W. Long. Transmitter RCA, Antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer George E. Gautney, Washington. Principals include Chairman **Ruth L. Hanson** (10.84%), President **James E. Chappell** (1.41%), Executive Vice President **Henry P. Johnson** (15.69%), Vice President **Clarence B. Hanson Jr.**, (6.61%), Business Manager **Harry B. Bradley** (1.08%), Secretary-Treasurer **J. C. Clark** (.54%).

BIRMINGHAM, Ala.—Johnston Bcstg. Co. (WJLN-FM), UHF Ch. 48 (674-680 mc); ERP 226 kw visual, 117 kw aural; antenna height above average terrain 646 ft., above ground 331 ft. Estimated construction cost $234,578; first year operating cost $200,000; revenue $200,000. Post Office address: Box 147, Bessemer, Ala. Studio and transmitter location: 1817 11th Pl. South, Birmingham, Ala. Geographic coordinates: 33° 29′ 02″ N. Lat., 86° 48′ 35″ W. Long. Transmitter, GE; antenna, GE. Legal counsel, Pehle, Lesser, Mann, Riemer & Luxford, Washington. Consulting engineer, Craven, Lohnes and Culver, Washington. Principals include: **George Johnston** (40%), and **George Johnston Jr.** (60%).

† **MONTGOMERY, Ala. — Capitol Bcstg. Co. (WCOV-AM-FM)**, UHF Ch. 20 (506-512 mc); ERP 87.7 kw visual, 43.88 kw aural; antenna height above avg. terrain 525 ft., above ground 550 ft. Estimated construction cost $275,000; first year operating cost $300,000; revenue $360,000. Post Office address: PO Box 1029, Montgomery. Studio and transmitter location: 3 mi. SE of Montgomery on Narrow Lane Rd. Geographic coordinates, 32° 20′ 27.5″ N. Lat., 86° 17′ 30″ W. Long. Transmitter, RCA antenna, RCA. Legal counsel, Welch, Mott & Morgan, Washington. Consulting engineer, W. J. Holey, Atlanta, Ga. Principals include: President **Oscar P. Covington** (13.889%), Vice President **Clara R. Covington** (13.889%), Secretary-Treasurer **Hugh M. Smith** (2.778%), **Margaret Covington Milwee** (13.889%), **Ethel Covington** (13.889%), **Peggy Milwee Carlton** (13.889%), **Hazel C. Davies** (13.889%), **Earl B. Covington** (13.889%). Figures will represent holdings upon TV grant.

PHOENIX, Ariz.— KTAR Bcstg. Co. (KTAR), VHF Ch. 3 (60-66 mc); ERP 16 kw visual, 8 kw aural; antenna height above average terrain 1586 ft., above ground 200 ft. Estimated construction cost $512,595.23; first year operating cost $350,000; revenue $350,000. Post Office address: 71 Heard Bldg., 116 North Central Ave. Studio location: 1101 N. Central, Phoenix, Ariz. Transmitter location: South Mountain Park, Mt. Suappoa, Phoenix, Ariz. Geographic coordinates 33° 19′ 56″ N. Lat., 112° 03′ 49″ W. Long. Transmitter RCA, antenna RCA. Legal counsel: Segal, Smith & Hennessey, Washington. Consulting engineer: George C. Davis, Washington. Principals include: Chairman **John J. Louis** (22.57%), President **Richard O. Lewis** (17.32%) and Secretary-Treasurer **B. R. Fulbright** (1.24%).

† **TUCSON, Ariz.—Arizona Bcstg. Co. (KVOA)**, VHF Ch. 4 (66-72 mc); ERP 10.9 kw visual, 5.4 kw aural; antenna height above average terrain 224 ft., above ground 500 ft. Estimated construction cost $249,033; first year operating cost $180,000; revenue $180,000. Post Office address: P. O. Box 2911, Tucson, Ariz. Studio location: N. 10th Avenue and Lee St. Transmitter location: Same. Geographic coordinates 32° 14′ 32″ N. Lat., 110° 58′ 30″ W. Long. Transmitter RCA, antenna RCA. Legal counsel: Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Principals include: President **R. B. Williams** (10.13%), Vice President **Richard O. Lewis**, chairman of Board **John J. Louis**, and Secretary-Treasurer **B. R. Fulbright.**

TUCSON, Ariz.—Catalina Bcstg. Co. (KCNA), VHF Ch. 9 (186-192 mc); ERP 25.4 kw visual, 12.7 kw aural; antenna height above average terrain 68.5 ft., above ground 344 ft. Estimated construction cost $255,000; first year operating cost $160,000; revenue $140,000. Post Office address: PO Box 2348, Tucson. Studio and transmitter location: Swan Rd. extension, 6.5 mi. NE of Tucson. Geographic coordinates 32° 17′ 36″ N. Lat., 110° 53′ 40.3″ W. Long. Transmitter GE, antenna GE. Legal counsel: Fisher, Wayland, Duvall and Southmayd, Washington. Consulting engineer, Millard M. Garrison, Washington. Principals include: President **Erskine Caldwell** (31.9%), Vice President **William A. Small** (8.2%), Secretary-Treasurer **George W. Chambers** (9.1%), **Clare Ellinwood** (6.6%), **William H. Johnson** (7.1%), **John B. Mills** (17.5% and **J. N. Harber** (17.5%).

BAKERSFIELD, Calif. — Lemert Bcstg. Co., VHF Ch. 10 (192-198 mc); ERP 61.7 kw visual, 30.8 kw aural; antenna height above average terrain 548 ft., above ground 342 ft. Estimated construction cost $296,629; first year operating cost $200,000; revenue $180,000. Post Office address: Hotel Padre, Bakersfield. Studio location: Several locations under consideration. Transmitter location: Alfred Harnell Highway, 4 mi. NE of Bakersfield. Geographic coordinates 35° 24′ 41″ N. Lat., 118° 56′ 25″ W. Long. Transmitter RCA, antenna RCA. Legal counsel: Lyon, Wilner & Bergson, Washington. Consulting engineer, Millard M. Garrison, Washington. Principals include: President **Lewis F. Blumberg** (32.2%), employe of Motion Pictures for Television Inc.; Vice President **Morris E. Harrison** (10%), employe, part owner, Harrison's men's retail store, Bakersfield; Secretary-Treasurer **Pearl Lemert** (10%), no business occupation; **Harry W. Lange** (medicine & surgery, Bakersfield) and **Robert W. Sheldon** (lieutenant in Navy medical corps), both together, 10%; **Milton Rudnick** (10%), cattle & sheep rancher (owner), Bakersfield, V. M. Cattle Co., (50%) and Kern Valley Packing Co. (part owner); **Jack Benny** (8.9%) radio motion pictures and TV entertainment; **William Goetz** (8.9%), chief of production, Universal-International Pictures, Hollywood.

† **FRESNO, Calif.—California Inland Bcstg. Co. (KFRE)**, VHF Ch. 12 (204-21 mc); ERP 252 kw visual, 126 kw aural; antenna height above average terrain 1943 ft., above ground 174 ft. Estimated construction cost $428,957; first year operating cost $355,236; revenue $415,000. Post Office address: T. W. Patterson Bldg., Fresno, Calif. Studio location: Van Ness & Tulare Sts. Transmitter location: Meadow Lake, Fresno, Calif. Geographic coordinates 37° 04′ 44″ N. Lat., 119° 25′ 47″ W. Long. Transmitter GE, antenna GE. Legal counsel: Pierson & Ball, Washington. Consulting engineer, Craven, Lohnes & Culver. Principals include: Board Chairman **J. E. Rodman** (60%), President-Treasurer **Paul R. Bartlett** (24%), Vice President-Treasurer **William C. Crossland** (16%).

† **SACRAMENTO, Calif.—KCRA Inc. (KCRA)**, VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 596 ft., above ground 650 ft. Estimated construction cost $517,896· first year operating cost $576,000; revenue $600,000. Post Office address: 1010 11th St., Sacramento 14, Calif. Studio location: 1010 11th St., Sacramento. Transmitter location: Six miles NW of center of Sacramento. Geographic coordinates 38° 38′ 20″ N. Lat., 121° 33′ 25″ W. Long. Transmitter RCA, antenna RCA. Legal counsel: Loucks, Zias, Young & Jansky, Washington. Consulting engineer, Jansky & Bailey, Washington. Principals include: President **Ewing C. Kelly** (50%), Vice President **C. Vernon Hansen** (16.68%), Secretary-Treasurer **Gerald Hansen** (16.66%), and **K. W. Hansen** (16.66%).

† **SACRAMENTO, Calif.—Sacramento Broadcasters Inc. (KXOA)**, VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 542 ft., above ground 583 ft. Estimated construction cost $350,613, first year operating cost $480,000, revenue $500,000. Post Office address: P. O. Box 94, Sacramento 15, Calif. Studio location to be determined. Transmitter location: N. Sacramento Freeway. Geographic coordinates: 38° 35′ 57″ N. Lat., 121° 23′ 54″ W. Long. Transmitter GE, antenna GE. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis. Principals include President and Executive Director **Lincoln Dellar** (100%), 100% owner KXOB Stockton, KXOC Chico and KDB Santa Barbara, Calif.; Vice president-General Manager **Robert W. Dumm** and Secretary **Robert B. Gaylord Jr.**

SACRAMENTO, Calif.—Sacramento Telecasters Inc., VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,508 ft., above ground 500 ft. Estimated construction cost $417,731, first year operating cost $258,400, revenue $299,000. Post Office address: 716 California State Life Bldg., Sacramento 14. Studio location: 30th & L Sts., Sacramento. Transmitter location: 4.5 mi. SE of Salmon Falls, El Dorado Co., Calif. Geographic coordinates: 38° 43′ 10″ N. Lat., 120° 59′ 22″ W. Long. Transmitter GE, antenna GE. Legal counsel Haley & Doty, Washington. Consulting engineer E. C. Page, Consulting Radio Engineers, Washington. Principals include President **William P. Wright** (10.26%), president & 25% owner Wright & Kimbrough Real Estate, Sacramento, and secretary & 25% owner Wright Holding Co. Real Estate, Sacramento; Vice President **John H. Schacht** (15.38%), secretary & 50% owner Radio Modesto Inc. (licensee of KMOD Modesto, Calif.), Modesto, Calif. and general manager Amphlett Printing Co., San Mateo, Calif.; Secretary **Henry Teichert** (2.56%), sole owner Henry Teichert Law Office, 1/10th of Del Paso Rock Products Co., vice president and 1/10th owner A. Teichert & Son Inc. (general contractors), and secretary & 1/24th Black Diamond Co. (lumber), all Sacramento; **Andrew Henderson Jr.** (5.13%), physician and surgeon, 50% owner of commercial building and 160-acre farm, Hanford, Calif., and president, American Buildings Materials Co. Ltd., Sacramento; **Alan H. Pollock** (5.13%), owner of KTTV (TV) Hollywood; **Clarence H. Breuner** (5.13%), president and 25% owner, John Breuner Co. (retail furniture), Oakland, Calif.; **Robert H. Breuner** (5.13%), treasurer & 25% owner John Breuner Co.; **Edward M. Wright** (5.13%), vice president & 25% of Wright & Kimbrough, vice president & 25% of Wright Holding Co.; **Russell Gallaway Jr.** (10.26%), vice president & 2/7 of Hotel Senator Corp. (hotel), Sacramento, president & 100% of Freeport Insurance Co., Sacramento, and secretary-treasurer & 49% of Wright & Kimbrough; **Adolph Teichert Jr.**, (7.69%), vice president, 25% of Del Paso Rock Products Co., president, 1/3 of A. Teichert & Son; **Thomas H. Richards Jr.** (5.13%), 50% partnership Sacramento Herefords (cattle), Sacramento; **Nelson B. Morse,** 51% Calif. Dehydrating Co., 50% Morse Bros. (realtors), San Leandro, Calif.

† **SAN LUIS OBISPO, Calif.—The Valley Electric Co. (KVEC)**, VHF Ch. 6 (82-86 mc); ERP 19.8 kw visual, 9.9 kw aural; antenna height above average terrain 788 ft., above ground 140 ft. Estimated construction cost $131,927; first year operating cost $50,000; revenue $80,000. Post Office address: 851 Higuera St., San Luis Obispo, Calif. Studio location: Mt. View and Hill Sts. Transmitter location: 1.5 mi. E. of city. Geographic coordinates 35° 16′ 56″ N. Lat., 120° 38′ 01″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel: Kirkland, Fleming, Green, Martin & Ellis; Washington. Consulting engineer, Craven, Lohnes & Culver, Washington. Principals include: **Christina M. Jacobson** (⅔) **and Leslie H. Hacker** (⅓).

WASCO, California — Maple Leaf Bcstg. Co. (KWSO), UHF Ch. 33 (584-590 mc); ERP 15.996 kw visual, 7.998 kw aural; antenna height above average terrain 504 ft., above ground 521 ft. Estimated construction cost $136,523, first year operating cost $83,900, revenue $93,900. Post Office address: P. O. Box 96, Wasco, Calif. Studio location to be determined. Transmitter location: 1.8 mi. from center of Wasco. (P. O. Box 366) Geographic coordinates: 35° 34′ 21.25″ N. Lat., 119° 19′ 5.75″ W. Long. Transmitter RCA, antenna RCA. Legal

(Continued on page 44)

THE ARKTEX STATIONS
KWFC HOT SPRINGS Ark.
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KCMC (AM-FM)
KAMD
CAMDEN, Ark.
TEXARKANA Ark., Tex.

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KCMC (AM-FM) **TEXARKANA** Major distribution point for a four-state area. Oil, livestock, agriculture, manufacturing, Army ordnance and *growing.*

KWFC **HOT SPRINGS** World-famous resort with high local spending power and a bonus of over a half million visitors annually from all over the nation. Developing industrially.

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THE ARKTEX STATIONS
Gazette Bldg., Texarkana, Ark. Tex.

Television Applications Filed at FCC

(Continued from page 43)

counsel Steptoe & Johnson, Washington. Consulting engineer Bernard Assoc., Los Angeles, Calif. Sole owner is **E. J. Peters.**

YUBA CITY, Calif.—John Steventon, UHF Ch. 52 (698-704 mc); ERP 95 kw visual, 47.5 kw aural; antenna height above average terrain 174 ft., above ground 204 ft. Estimated construction cost $181,886, first year operating cost $138,000, revenue $147,600. Post Office address: 320 A St., Yuba City, Calif. Studio & Transmitter location: B St., Yuba City. Geographic coordinates 39° 08′ 12″ N. Lat., 121° 36′ 36″ W. Long. Transmitter DuMont, antenna GE. Legal counsel none. Consulting engineer Paul E. Leake, Lafayette, Calif. Sole owner is **John Steventon,** owner and operator J. Steventon (grain), San Francisco, 75% of Yuba City Mills (feed, grain, seed mfr. and distributor), Yuba City, 25% owner Oroville Broadcasters (KMOR Oroville licensee).

DENVER, Col.—Colorado TV Corp. (KVOD), VHF Ch. 9 (186-192 mc); ERP 238 kw visual, 119 kw aural; antenna height above average terrain 946 ft., above ground 238 ft. Estimated construction cost $394,011; first year operating cost $444,632; revenue $400,000. Post Office address: 1022 Midland Savings Building, 17th & Glenarm Pl., Denver. Studio location: 1100 California St. Transmitter location: Lookout Mountain Park, Jefferson County, Col. Geographic coordinates 39° 43′ 46″ N. Lat., 105° 14′ 08″ W. Long. Transmitter RCA, antenna RCA. Legal counsel: Fisher, Wayland, Duval & Southmayd, Washington. Consulting engineer, A. Earl Cullum Jr., Dallas. Principals include: President **W. D. Pyle,** Vice President **B. H. Stanton** and Secretary-Treasurer **T. C. Ekrem.**

DENVER, Col.—Metropolitan Television Co. VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 100 kw aural; antenna height above average terrain 1,104 ft., above ground 383 ft. Estimated construction cost $521,028, first year operating cost $525,000, revenue $475,000. Post Office address: 730 Equitable Bldg., Denver. Studio location: 4620 W. 38th Ave., Denver. Transmitter location: Lookout Mt., 0.2 mi. S. of Cody. Geographic coordinates 39° 43′ 51″ N. Lat., 105° 14′ 03″ W. Long. Transmitter GE, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include Director Bob Hope; Hope Productions Inc. (50%); **Quigg Newton** (3.64%), mayor of Denver; President **William Grant** (9.84%), Denver attorney; Vice President **James L. Saphier,** owner of own radio-TV production firm and director and minority stockholder in Hope Enterprises Inc.; Executive Vice President **Ralph Radetsky** (0.82%), Denver public relations counsel; Secretary-Treasurer **Richard M. Davis** (1.36%), Denver attorney; Hendrie & Bolthoff Co. (14.18%), Rocky Mountain area maker and distributor of mining machinery and industrial equipment and distributor of autos, radios, TV sets and appliances; Director **Thomas P. Campbell** (3.64%), Denver manager of improvements and parks, also personal investment and other business interests.

BRIDGEPORT, Conn. — Southern Connecticut & Long Island Television Co. (WICC), UHF Ch. 43 (644-650 mc); ERP 82.5 kw visual, 46.6 kw aural; antenna height above average terrain 699 ft., above ground 478 ft. Estimated construction cost $223,971; first year operating cost $113,410; revenue $100,000. Post Office address: 114 State Street, Bridgeport, Conn. Studio location: 114 State Street, Bridgeport, Conn. Transmitter location: Booth Hill, 6.9 miles N. of center of Bridgeport. Geographic coordinates 41° 16′ 45″ N. Lat., 73° 11′ 05″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel: McKenna & Wilkinson, Washington. Consulting engineer, Millard M. Garrison, Washington. Principals include: President **Philip Merryman** (4.6%), Treasurer **G. Gresham Griggs** (5.7%) and **J. Kenneth Bradley** (5.7%).

† **HARTFORD, Conn.—The Connecticut Bcstg. Co. (WDRC-AM-FM),** VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,000 ft., above ground 613 ft. Estimated construction cost $454,800, first year operating cost $695,216; revenue $766,350. Post Office address: 750 Main St., Hartford. Studio location: 869 Blue Hills Avenue. Transmitter location: Deercliff Road, Avon, Connecticut. Geographic coordinates 41° 45′ 41″ N. Lat., 72° 48′ 09″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel: Dow, Lohnes & Albertson, Washington. Consulting engineer: Paul Godley Co., Upper Montclair, New Jersey. Principals include: President-Treasurer **Franklin M. Doolittle** (59.7%) and Vice President-Secretary **Walter B. Haase** (20%).

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COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

HARTFORD, Connecticut — Hartford Telecasting Co. Inc. VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 964.5 ft., above ground 605 ft. Estimated construction cost $886,353, first year operating cost $912,000, revenue $1,072,000. Post Office address: 780 Windsor St., Hartford 1, Conn. Studio location: 780 Windsor St. Transmitter location: 390 ft. NE of junction of Avon-West Hartford Township line with Albany Avenue. Geographic coordinates 41° 47′ 48.5″ N. Lat., 72° 47′ 52″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Edmund M. McCarthy, New York. Consulting engineer Jansky & Bailey, Washington. Principals include President **Clifford S. Strike,** also President of F. H. McGraw & Co., Hartford, engineers & constructors, President New England Steel Development Corp., Boston; Vice President-General Manager **Charles F. Cannon;** Secretary-Treasurer **Francis J. McClean.**

† **HARTFORD, Conn. — Hartford Times Inc. (WTHT),** UHF Ch. 18 (494-500 mc); ERP 210 kw visual, 105 kw aural; antenna height above average terrain 805 ft., above ground 190 ft. Estimated construction cost $332,000; first year operating cost $480,000; revenue $325,000. Post Office address: 10 Prospect St., Hartford. Studio location: 855 Asylum St., Hartford. Transmitter location: Talcott Mtn., NW of Hartford. Geographic coordinates 41° 49′ 26″ N. Lat., 72° 47′ 55″ W. Long. Transmitter GE, antenna GE. Legal counsel: Arnold, Fortas & Porter, Washington. Consulting engineer: George C. Davis, Washington. Principals include: President **Frank E. Gannett,** Vice President **Frank E. Tripp** (5%), Treasurer-Asst. Secretary **H. W. Cruickshank,** Vice President **Francis S. Murphy** (1.023%), Asst. Treasurer **Latham B. Howard** (0.14%), Asst. Secretary **David R. Daniel** (0.025%); Gannett Co. Inc. (80.842%).

NEW BRITAIN, Conn.—The New Britain Bcstg. Co. (WKNB), UHF Ch. 30 (566-572 mc); ERP 178.5 kw visual, 89.25 kw aural; antenna height above average terrain 919 ft., above ground 545 ft. Estimated construction cost (No Estimate); first year operating cost (No Estimate); revenue (No Estimate). Post Office address: 213 Main Street, New Britain, Conn. Studio location: 213 Main Street, New Britain, Conn. Transmitter location: 3.3 mi. NE of New Britain. Geographic coordinates 41° 37′ 36.5″ N. Lat., 72° 49′ 33″ W. Long. Transmitter RCA, antenna RCA. Legal counsel: Hogan & Hartson, Washington. Consulting engineer: George C. Davis, Washington. Principals include: President **Julian Gross,** Vice President **Harry Hatsing,** Treasurer **Chester Bland** and Secretary **William H. Ray.**

CLEARWATER, Fla. — W. Frank Hobbs d/b as Pioneer Gulf Television Broadcasters, UHF Ch. 32 (578-584 mc); ERP 87.1 kw visual, 43.55 kw aural; antenna height above average terrain 318 ft., above ground 344 ft. Estimated construction cost $179,186, first year operating cost $160,000, revenue $160,000. Post Office address: P. O. Box 1146, Clearwater. Studio and transmitter location: 3835 Gulf to Bay Blvd. Geographic coordinates: 27° 57′ 36″ N. Lat., 82° 42′ 24.5″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel McCullen & Goza, Clearwater. Consulting engineer W. J. Holey, Atlanta. Mr. Hobbs, an attorney, is sole owner.

FT. LAUDERDALE, Fla.—Gore Pub. Co. (WFTL), UHF Ch. 23 (524-530 mc); ERP 100 kw visual, 56 kw aural; antenna height above average terrain 269 ft., above ground 293 ft. Estimated construction cost $311,100, first year operating cost $250,000, revenue $200,000. Post Office address: 231 SE First Ave., Ft. Lauderdale, Fla. Studio and transmitter location: 1785 SE 15th St., Ft. Lauderdale. Geographic coordinates: 26° 06′ 10″ N. Lat., 80° 07′ 20″ W. Long. Transmitter DuMont, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **J. W. Dickey,** Vice President **J. W. Gore,** Vice President-Treasurer **R. H. Gore Jr.,** Secretary **G. H. Gore,** Chairman of the Board **R. H. Gore Sr.**; R. H. Gore Co. (100%).

WNOR Sea Side

WNOR Norfolk broadcast direct from the luxury liner, *United States,* by short wave ship-to-shore radio, originating some 150 miles out in the Atlantic, according to General Manager Earl Harper, who described the big liner's maiden voyage from Newport News to New York. Mr. Harper featured interviews by Gen. John M. Franklin, president of the U. S. Lines, and William Francis Gibbs, the ship's designer.

† **MIAMI, Fla. — Storer Bcstg Co. (WGBS-AM-FM),** VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158.5 kw aural; antenna height above average terrain 836 ft., above ground 874 ft. Estimated construction cost $1,253,672; first year operating cost $720,000; revenue $720,000. Post Office address: 199 Pierce St., Birmingham, Mich. Studio location: Biscayne Blvd. and 21st St., NE, Miami, Fla. Transmitter location: 1 mi. N of Ojus, Fla. Geographic coordinates 25° 58′ 10″ N. Lat., 80° 09′ 06″ W. Long. Transmitter RCA, antenna RCA. Legal counsel: Pierson & Ball, Washington. Consulting engineer: A. Earl Cullum Jr., Dallas, Tex. Principals include: President **George B. Storer** (71.6%), Senior Vice President-Treasurer **J. Harold Ryan** (10.87%), Executive Vice President **Lee B. Wailes** (0.29%), Secretary **John B. Poole** (1.35%), Asst. Treasurer **Harry A. Steensen** (0.10%), Asst. Secretary **Bertha C. Prestler** (0.10%), **Frances S. Ryan** (13.75%) and the following vice presidents, each holding 0.23%: **Stanton P. Kettler, William E. Rine, Allen Haid, J. Robert Kerns and Glen W. Harker.**

PALM BEACH, Fla.—Palm Beach Bcstg. Corp. (WWPG-AM-FM), VHF Ch. 12 (204-210 mc); ERP 57.7 kw visual, 31.07 kw aural; antenna height above average terrain 233 ft., above ground 274 ft. Estimated construction cost $171,569; first year operating cost $35,000 to $50,000; revenue $35,000. Post Office address: WWPG-AM-FM, Palm Beach, Florida. Studio and transmitter location: South Ocean Blvd. Geographic coordinates 26° 36′ 41″ N. Lat., 80° 02′ 17″ W. Long. Transmitter GE, antenna GE. Legal counsel: Clagett & Schilz, Washington. Consulting engineer: Robert M. Silliman, Washington. Applicant sole owner is **Charles E. Davis.**

† **PENSACOLA, Fla.—Gulfport Bcstg. Corp. (WEAR),** VHF Ch. 3 (60-66 mc); ERP 53.6 kw visual, 26.8 kw aural; antenna height above average terrain 449 ft., above ground 458 ft. Estimated construction cost $369,985, first year operating cost $300,000, revenue $420,000. Post Office address: 2nd & Hyer Sts., Pensacola, Fla. Studio location: 5 E. Gregory, Pensacola. Transmitter location: East side of F Street, between Maxwell and Bobe Sts. Geographic coordinates: 30° 26′ 05″ N. Lat., 87° 13′ 47″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Charles W. Smith** (51%), Vice President, Secretary & Treasurer **Mel Wheeler** (25%), **F. M. Turner Jr.** (12%) and **A. C. Johnson** (12%).

ST. PETERSBURG, Fla.—Tampa Bay Area Telecasting Corp., VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 520 ft., above ground 544 ft. Estimated construction cost $501,304, first year operating cost $437,500, revenue $600,000. Post Office address: c/o Richard T. Earle Jr., 901-906 First Federal Bldg., St. Petersburg, Fla. Studio location to be determined. Transmitter location: Weedon Hammock 3.5 mi. NW of Weedon Drive, near St. Petersburg. Geographic coordinates: 27° 51′ 29.6″ N. Lat., 82° 36′ 26.6″ W. Long. Transmitter GE, antenna GE. Legal counsel Frank U. Fletcher, Esq., Washington. Consulting

(Continued on page 46)

XUM

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Television Applications Filed at FCC

(Continued from page 44)

engineer Commercial Radio Equipment Co., Washington. Principals include President **Robert James** (12.7%), real estate and building; Treasurer **R. W. Evans** (12.7%), truck dealer; **John Trevor Adams Jr.** (8.2%), general manager, WJZ-TV New York; **Harry W. Bennett Jr.** (8.2%), vice president, Sherman & Marquette, N. Y.; Secretary **Richard T. Earle Jr.** (8.2%), attorney; **John S. Houseknecht** (8.2%), TV department executive, William Esty Co. (Adv.), N. Y.; **Hal James** (8.2%), radio & TV vice president, Ellington & Co. (Adv.), N. Y. and 7.6% interest in Veterans Bcstg. Co. Inc., licensee of WVET Rochester.

TAMPA, Florida—W. Walter Tison as Tampa Bcstg. Co. (WALT) VHF Ch. 13 (210-216 mc); ERP 59.2 kw visual, 29.6 kw aural; antenna height above average terrain 510 ft., above ground 537 ft. Estimated construction cost $340,870 first year operating cost $360,000, revenue $420,000. Post Office address: W. Walter Tison, Box 1077, Tampa. Studio location 401 W. Tyler Street. Transmitter location: Same. Geographic coordinates 27° 57′ 04″ N. Lat., 82° 27′ 54″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Kear & Kennedy, Washington. Mr. Tison is sole owner.

COLUMBUS, Georgia—Radio Columbus Inc. (WDAK) UHF Ch. 28 (554-560 mc); ERP 92.4 kw visual, 46.2 kw aural; antenna height above average terrain 700 ft., above ground 490 ft. Estimated construction cost $252,900 first year operating cost $240,000 revenue $300,000. Post Office address Radio Station WDAK. Studio location Martin Bldg. Transmitter location 2.6 Miles W. of Columbus business district. Geographic coordinates 32° 27′ 48″ N. Lat., 85° 02′ 27″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Allen M. Woodall** (33⅓%), Vice President-Treasurer **Howard E. Pill** (23⅓%). Vice-President-Secretary **Ernest D. Black** (33⅓%) and **Margaret A. Pill** (10%).

COLUMBUS, Georgia—J. W. Woodruff and J. W. Woodruff Jr. (WRBL) VHF Ch. 4 (66-72mc); ERP 5.0 kw visual, 0.5 kw aural; antenna height above average terrain 442 ft., above ground 500 ft. Estimated construction cost $220,054 first year operating cost $120,000 revenue $150,000. Post Office address 1350 13th Avenue, Columbus, Ga. Studio and transmitter location 1350 13th Avenue, Columbus, Ga. Geographic coordinates 32° 28′ 20″ N. Lat., 84° 58′ 26″ W. Long. Transmitter GE antenna GE. Legal counsel Dow, Lohnes, Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include Partners, each 50% **J. W. Woodruff** and **J. W. Woodruff Jr.**

URBANA, Ill.—Illinois Bcstg Co., VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 550 ft., above ground 525 ft. Estimated construction cost $338,250; first year operating cost $261,760; revenue $270,890. Post Office address: Box 789, Decatur, Ill. Studio and transmitter location: Florida & Vine Streets. Geographic coordinates 40° 05′ 53″ N. Lat., 89° 12′ 15″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel: Dow, Lohnes & Albertson, Washington. Consulting engineer: Craven, Lohnes & Culver, Washington. Principals include: President-Director **F. W. Schaub** (100%), vice president of Decatur Newspapers, Inc., which is owner Illinois Bcstg. Co. (WSOY); Vice President-Treasurer **F. M. Lindsay Jr.**, Secretary **Ida W. Zoch.**

EVANSVILLE, Ind.—On the Air Inc. (WGBF), VHF Ch. 7 (174-180 mc); ERP 105.3 kw visual, 52.65 kw aural; antenna height above average terrain 543 ft., above ground 508 ft. Estimated construction cost $350,000; first year operating cost $100,000; revenue $190,000. Post Office address: 1001 Diamond Ave., Evansville 11, Ind. Studio location: 1001 Diamond Ave. Transmitter location: 1.1 mi. S on Chandler Road, Chandler, Ind. Geographic coordinates 38° 01′ 31″ N. Lat., 87° 21′ 43″ W. Long. Transmitter RCA, antenna RCA. Legal counsel: Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer: Robert M. Silliman, Washington. Principals include: President **Alvin Q. Eades** (11.8%), Vice President **Henry B. Walker** (19.5%), Secretary **Martin L. Leich** and Treasurer **H. B. Walker Jr.**

FORT WAYNE, Ind. — News Sentinel Broadcasting Co., Inc. (WGL), UHF Ch. 33 (584-590 mc); ERP 267 kw visual, 140 kw aural; antenna height above average terrain 769 ft., above ground 798 ft. Estimated construction cost $477,905 first year operating cost $315,820 revenue $366,400. Post Office address 201 W. Jefferson St., Ft. Wayne. Studio location 0.4 west of junction of State Blvd. with Grand Rapids & Indiana Railroad. Transmitter location 201 W. Jefferson St. Geographic coordinates 41° 05′ 36″ N. Lat., 85° 11′ 42″ W. Long. Transmitter GE antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **Helene R. Foellinger** for the News Publishing Co. (100%) of which she is publisher, First Vice President & Treasurer **Henry C. Page**, Second Vice President & Secretary Captain **Pierre H. Boucheron.**

FORT WAYNE, Ind. — Radio Fort Wayne Inc. (WANE), UHF Ch. 21 (512-518 mc); ERP 98.2 kw visual, 49.1 kw aural; antenna height above average terrain 473 ft., above ground 498 ft. Estimated construction cost $197,900; first year operating cost $195,940; revenue $229,950. Post Office address: 1205 Fort Wayne Bank Bldg., Fort Wayne. Studio and transmitter location: 127 W. Berry St., Fort Wayne. Geographic coordinates 41° 04′ 41″ N. Lat., 85° 08′ 27″ W. Long. Transmitter RCA, antenna RCA. Legal counsel: Segal, Smith & Hennessey, Washington. Consulting engineer: George C. Davis, Washington. Principals include: President **C. Bruce McConnell** (54.985%), Vice President **Robert B. McConnell** (0.090%), Second Vice President **Charles E. Kennedy**, Treasurer **Frank E. McKinney** (14.535%), Secretary **Earl H. Schmidt** (14.010%) and **Frank M. McHale** (9.450%).

SOUTH BEND, Indiana—South Bend Bcstg. Co. (WHOT), UHF Ch. 46 (662-668 mc); ERP 91.6 kw visual, 45.8 kw aural; antenna height above average terrain 418 ft., above ground 437.5 ft. Estimated construction cost $206,285, first year operating cost $192,600, revenue $221,400. Post Office address 434 South St. Joseph St., South Bend, Ind. Studio transmitter location 434 South St. Joseph St., South Bend, Ind. Geographic coordinates 41° 40′ 40″ N. Lat., 83° 14′ 50″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Principals include President C. Bruce McConnell (54.985%). Vice President **Robert B. McConnell** (0.090%), 2nd Vice President **William H. Spencer**, Secretary **Earl H. Schmidt** (14.010%), Treasurer **Frank C. McKinney** (14.535%).

† TERRE HAUTE, Ind.—Wabash Valley Bcstg. Corp. (WTHI-AM-FM), VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 484 ft., above ground 549 ft. Estimated construction cost $468,737, first year operating cost $256,864, revenue $250,000. Post Office address: 120 S. Seventh Street, Terre Haute, Ind. Studio and transmitter location: 120 S. Seventh Street, Terre Haute. Geographic coordinates: 39° 27′ 54″ N. Lat., 87° 24′ 24″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Anton Hulman Jr.** (81.65%), Vice President - Treasurer **J. R. Cloutier** (13.35%) and Secretary **Lester C. Powa.**

† CEDAR RAPIDS, Iowa—The Gazette Co. (KCRG), VHF Ch. 9 (186-192 mc); ERP 35.5 kw visual, 17.8 kw aural; antenna height above average terrain 343 ft., above ground 334 ft. Estimated construction cost $200,049, first year operating cost $190,000, revenue $210,000. Post Office address: 500 Third Avenue, SE, Cedar Rapids, Iowa. Studio and transmitter location: South of US 30, 6 miles E. of Cedar Rapids. Geographic coordinates: 41° 58′ 21″ N. La., 91° 32″ 04′ W. Long. Transmitter Dumont, antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer E. C. Paige, Washington. Principals include President-General Manager **James N. Faulkes** (16⅔%), Vice President-Secretary **J. F. Hladky** and Treasurer **Louis J. Nilles.**

†DES MOINES, Iowa — Independent Broadcasting Co. (KIOA), VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 643.5 ft., above ground 739 ft. Estimated construction cost $471,872, first year operating cost $535,000, revenue $552,000. Post Office address % Ralph Atlass, 400 N. Michigan Ave., Chicago. Studio location W. 10th and Mulberry Sts., Des Moines. Transmitter location W. 10th and Mulberry Sts. Geographic coordinates 41° 35′ 00″ N. Lat., 93° 37′ 37″ W. Long. Transmitter GE. antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page, Washington. Principals include President-Treasurer **Ralph L. Atlass** (65.99%), president-treasurer and general manager of WIND Chicago and director WMCA New York; Secretary **John T. Carey** (6.53%), vice president-secretary WIND; Director **David J. Winton** (9%), board chairman of Winton Lumber Co. and The Pas Lumber Co., Minneapolis; Director **Charles J. Winton Jr.** (9%), president of lumber firms and **Wilhelmina M. Harre** (5.41%).

† SIOUX CITY, Iowa—Perkins Bros. Co. (KSCJ), VHF Ch. 4 (66-74 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 577 ft., above ground 519 ft. Estimated construction cost $290,235, first year operating cost $200,000, revenue $225,000. Post Office address: P.O. Box 118, Sioux City, Iowa. Studio and transmitter location: Hilltop just N. of 46th and Polk Streets, Sioux City. Geographic coordinates: 42° 33′ 05″ N. Lat., 96° 22′ 00″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President **W. R. Perkins** (24.40%) and Vice President-Secretary **Clara P. Sammons** (30.62%).

HUTCHINSON, Kan.—Hutchinson TV Inc. VHF Ch. 12 (204-210 mc); ERP 117 kw visual, 59 kw aural; antenna height above average terrain 624 ft., above ground 574 ft. Estimated construction cost $366,500 first year operating cost $275,000 revenue $300,000. Post Office address 601 Wolcott Bldg, Hutchinson. Studio and transmitter location Hutchinson. Geographic coordinates 38° 09′ 05″ N. Lat., 97° 57′ 32″ W. Long. Transmitter RCA, antenna RCA. Legal counsel I. E. Lambert, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **W. D. P. Carey** (10%), lawyer and holds stock and offices in a variety of other interests; Vice President **J. H. Child** (7%), secretary-treasurer and holds interest in six automobile dealer concerns; Secretary **R. E. Dillon** (10%), holds offices and owns stock in a variety of financing interests and others; Treasurer **John P. Harris** (13%) and **Sidney F. Harris** (10%) holds offices and owns stock in several newspapers in Kansas and Iowa; **James A. Davis** is president and owns stock in six automobile dealer firms; **Howard J. Carey** (6%) is president of Carey Salt Co., Hutchinson, and owns stock and holds offices in several other interests; **Charles E. Carey** (5%) is president of Central Fibre Products Co. Inc., Quincy, Ill., and owns stock and holds office in several other interests; K. T. Anderson (23%) is engaged in the cattle business and owns stock and holds offices in several other interests; **L. T. Child** (7%) is vice president and holds 11½% of stock in six automobile dealer firms.

HUTCHINSON, Kan.—The Nation's Center Bcstg. Co. (KWBW), VHF Ch. 12 (204-210 mc); ERP 59 kw visual, 29.5 kw aural; antenna height above average terrain 295 ft., above ground 341 ft. Estimated construction cost $176,257, first year operating cost $120,000, revenue $120,000. Post Office address: P.O. Box 1026, Hutchinson, Kansas. Studio and transmitter location: Harding & 17th Avenue West. Geographic coordinates: 38° 04′ 22″ N. Lat., 97° 57′ 53″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Sole owner is **Bess Marsh Wyse.**

MANHATTAN, Kan.*—Kansas State College of Agriculture & Applied Science (KSAC), VHF Ch. 8* (180-186 mc); ERP 52 kw visual, 26 kw aural; antenna height above average terrain 452 ft., above ground 273 ft. Estimated construction cost $362,624, first year operating cost $332,800, no revenue noncommercial educational station. Post Office address: Kansas State College, Manhattan, Kansas. Studio location: Kansas State College Campus. Transmitter location: 2.9 miles NW of Manhattan, Kansas. Geographic coordinates: 39° 13′ 31″ N. Lat., 96° 37′ 10″ W. Long. Transmitter GE, antenna GE. Consulting engineer R. G. Kloeffler, Dept. of Electrical Engineering, Kansas

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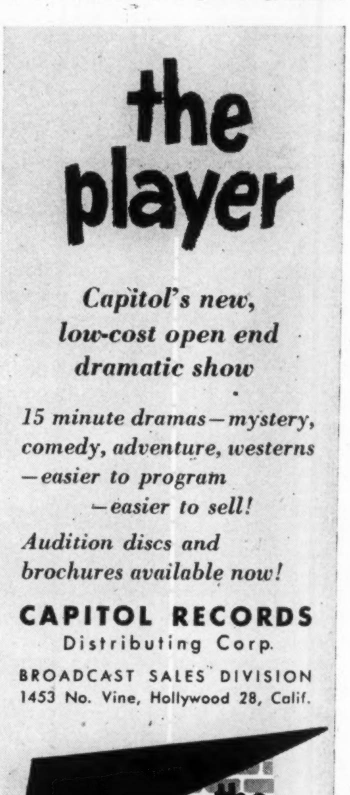
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State College. Applicant is Kansas State college which operates KA2XBD, experimental TV broadcast station. College president is **James A. McCain.**

PITTSBURG, Kan.—Pittsburg Bcstg. Co. Inc. (KOAM) VHF Ch. 7 (174-180 mc); ERP 105.0 kw visual, 52.5 kw aural; antenna height above average terrain 540 ft., above ground 574 ft. Estimated construction cost $300,323, first year operating cost $229,020, revenue $237,890. Post Office address: P.O. Box 603, Pittsburg, Kan. Studio location: 4th & Broadway. Transmitter location: U.S. 69 at Lawton Road. Geographic coordinates; 37° 13′ 40″ N. Lat., 94° 42′ 17″ W. Long. Transmitter RCA, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **E. V. Baxter** (50%), Secretary **Mrs. E. V. Baxter**, Vice President **Lester E. Cox** (12½%), Vice President-Treasurer **Lester Lee Cox** (37½%).

WICHITA, Kan. — Taylor Radio & TV Corp. (KANS-KRUG) VHF Ch. 3 (60-66 mc); ERP 57.44 kw visual, 28.7 aural; antenna height above average terrain 500 ft., above ground 525 ft. Estimated construction cost $576,452 first year operating cost $624,000 revenue $670,474. Post Office address 1015 North Broadway, Wichita. Studio and transmitter location 1015 North Broadway. Geographic coordinates 37° 42′ 11″ N. Lat., 97° 20′ 08″ W. Long. Transmitter RCA antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Principals include President **O. L. Taylor** (70.25%), Vice President **Archie J. Taylor** (10.04%), Vice President **Byron W. Agle** (4.46%), Secretary-Treasurer **Fred A. Teed.**

OWENSBORO, Ky.—Owensboro Pub. Co. (WOMI), UHF Ch. 14 (470-476 mc); ERP 184 kw visual, 92 kw aural; antenna height above average terrain 390 ft., above ground 424 ft. Estimated construction cost $279,940, first year operating cost $245,000, revenue $255,500. Post Office address: 100-102 E. Third St., Owensboro. Studio and transmitter location Owensboro. Geographic coordinates 37° 44′ 34″ N. Lat., 87° 06′ 57″ W. Long. Transmitter GE, antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Lawrence W. Hager** (27.2%), 40% of Owensboro Bcstg. Co., licensee of WOMI-AM-FM Owensboro; 30.52% of Hager, Fuqua & Hager, partnership; Secretary-Treasurer **W. Bruce Hager** (16%), 40% of WOMI, 40% of Hager, Fuqua & Hager; Vice President **George M. Fuqua** (12%), 20% of WOMI, 20% of Hager, Fuqua & Hager; Mrs. Martine Fuqua, (8%); **Mrs. Anne H. Hagerman** (8%) and **Wilbur B. Hager** (8%).

MONROE, La. — James A. Noe (KNOE), VHF Ch. 8 (180-186 mc); ERP 183 kw visual, 91.5 kw aural; antenna height above average terrain 739 ft., above ground 774 ft. Estimated construction cost $331,920; first year operating cost $214,690; revenue $195,260. Post Office address: Bernhardt Building, Monroe, La. Studio location: Bernhardt Building, Monroe. Transmitter location: 22nd St. (0.4 mi. N. of U.S. 80). Geographic coordinates 32° 31′ 37″ N. Lat., 92° 06′ 16″ W. Long. Transmitter RCA, antenna RCA. Legal counsel: Roberts & McInnis, Washington. Consulting engineer: McIntosh & Inglis, Washington. Sole owner is **James A. Noe.**

NEW ORLEANS, La.—James A. Noe (WNOE) VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,005 ft., above ground 1,045 ft. Estimated construction cost $836,000; first year operating cost $789,080; revenue $784,519. Post Office address: St. Charles Hotel, New Orleans. Studio location: St. Charles Hotel, New Orleans. Transmitter location: 2.3 mi. E. of cutoff, S. of Miss. River. Geographic coordinates 29° 54′ 38″ N. Lat., 89° 56′ 47″ W. Long. Transmitter RCA, antenna RCA. Legal counsel: Roberts & McInnis, Washington. Consulting engineer: McIntosh & Inglis, Washington. Sole owner is **James A. Noe.**

NEW ORLEANS, La. — WSMB Inc. (WSMB), UHF Ch. 20 (506-572 mc); ERP 200 kw visual, 105 kw aural; antenna height above average terrain 580 ft., above ground 605 ft. Estimated construction cost $351,900, first year operating cost $288,000, revenue $202,000. Post Office address: 901 Canal St., New Orleans. Studio location: 901 Canal St. Transmitter location: Behrman Highway. Geographic coordinates 29° 35′ 15″ N. Lat., 90° 02′ 02″ W. Long. Transmitter GE, antenna GE. Legal counsel Spearman & Roberson, Wash. Consulting engineer George C. Davis, Wash. Principals include Pres. **Gaston J. Dureau,** pres. of Paramount Gulf Theatres which owns 50% of WSMB; Vice-Pres. **H. M. Wheelahan,** vice-pres. & gen. mgr. of WSMB; Vice-Pres. **I. Newman**, exec. vice-pres. of Maison Blanche Co. Dept. Store; Asst. Sec.-Treas. **Carl F. Dixon,** asst. secy. Paramount Gulf Theatres, asst. secy. WSMB; Asst. Secy. **Robert H. O'Brien,** sec.-treas. United Paramount Theatres; Asst. Sec. **Leonard H. Goldenson,** pres. United Paramount Theatres; **H. J. Schwartz,** pres. City Stores Co. which owns 50% of WSMB.

PITTSFIELD, Mass. — Greylock Bcstg. Co. (WBRK), UHF Ch. 64 (770-776 mc); ERP 1.32 kw visual, 0.713 kw aural; antenna height above average terrain 977.3 ft., above ground 120.6 ft. Estimated construction cost $133,000; first year operating cost $160,000; revenue $170,000. Post Office address: 8 Bank Row, Pittsfield, Mass. Studio location: To be determined. Transmitter location: Osceola Mountain. Geographic coordinates 42° 23′ 31″ N. Lat., 73° 18′ 37″ W. Long. Transmitter GE, antenna GE. Legal counsel: McKenna & Wilkinson, Washington. Consulting engineer: James C. McNary, Washington. Principals include: President-Asst. Treasurer **Leon Podolsky** (51%) and Vice President-Treasurer **Gardner S. Morse** (49%).

EAST LANSING, Mich. — Michigan State Board of Agriculture (WKAR-AM-FM), UHF Ch. 60 (746-752 mc); ERP 243 kw visual, 122 kw aural; antenna height above average terrain 975 ft., above ground 1,034 ft. Estimated construction cost $461,465; first year operating cost $125,000; no revenue; non-commercial educational station. Studio location: Electrical Engineering Bldg. Transmitter location: 0.9 mi. E. and 1 mi. S. of Okemus on Dobie Road. Geographic coordinates 42° 42′ 08″ N. Lat., 84° 24′ 51″ W. Long. Transmitter GE, antenna GE. Legal counsel: Barnes & Nielson, Washington. Consulting engineer: William L. Foss Inc., Washington. Applicant **Michigan State College**, president of which is **John A. Hanna.**

MINNEAPOLIS, Minn.—Independent Bcstg. Co. (WLOL), VHF Ch. 9 (186-192 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 449 ft., above ground 500 ft. Estimated construction cost $449,839, first year operating cost $700,000, revenue $1,014,000. Post Office address: c/o Ralph L. Atlass, 400 N. Michigan Ave., Chicago, Ill. Studio and transmitter location: 7th St. S and 4th Ave. S, Minneapolis. Geographic coordinates 44° 58′ 38″ N. Lat., 93° 15′ 42″ W. Long. Transmitter GE, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President-Treasurer **Ralph L. Atlass** (65.99%), Vice President **Marvin L. Rosene,** Secretary John T. Carey (6.53%), Assistant Secretaries **Maurice Rosenfield, Lloyd M. Hallett** (0.74%) and **Earl W. Pinck, David J. Winton** (9%), **Charles J. Winton Jr.** (9%), **Wilhelmina M. Harre** (5.41%).

ROCHESTER, Minn.—Southern Minnesota Bcstg. Co. (KROC), VHF Ch. 10 (192-198 mc); ERP 101.3 kw visual, 53.7 kw aural; antenna height above average terrain 620.5 ft., above ground 575.5 ft. Estimated construction cost $241,162; first year operating cost $115,000; revenue $120,000. Post Office address: 100 First Avenue Building, Rochester. Studio and transmitter location: 2.8 mi. W. of Rochester on U.S. 14. Geographic coordinates 44° 01′ 27″ N. Lat., 92° 32′ 36″ W. Long. Transmitter RCA, antenna RCA. Legal counsel: Loucks, Zias, Young & Jansky, Washington. Consulting engineer: Jansky & Bailey, Washington. Principals include: President **Agnes P. Gentling** (12.25%) and Vice President **G. David Gentling** (8.31%).

ST. CLOUD, Minn.—Granite City Bcstg. Co. (WJON), VHF Ch. 7 (174-180 mc); ERP 23.36 kw visual, 11.68 kw aural; antenna height above average terrain 425 ft., above ground 466 ft. Estimated construction cost $200,600, first year operating cost $204,500, revenue $175,250. Post Office address: 522 Lincoln Ave. SE. Studio and transmitter location: 522 Lincoln Avenue SE. Geographic coordinates 45° 33′ 38″ N. Lat., 94° 08′ 05″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Arthur W. Scharfeld, Washington. Consulting engineer Charles B. Persons, Duluth, Minn. Principals include President **Max H. Lavine** (89.5%), Vice President **Frances H. Lavine** (0.5%), and Secretary-Treasurer **Roy H. Westman** (10%).

JACKSON, Miss.—Lamar Life Bcstg. Co. (WJDX), VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 586

(Continued on page 48)

Planning Packers' broadcasts are (l to r) Russell J. Bogda and H. J. Bero, members of Packers' executive board; George Gill, assistant ad manager, Miller Brewing Co.; Gene Ronzani, Packers' head coach; Mr. Frechette, and John Torinus, Packers' executive board.

PACKERS' RIGHTS

Go To Wisconsin Network

EXCLUSIVE broadcasting rights to the 12 National Football League games of the Green Bay Packers have been granted to the Wisconsin Network Inc.

This was announced last week following the annual meeting of the network at Lake Geneva, Wis., June 24-25. Packers' football rights have been held by WTMJ Milwaukee for 23 seasons, it was added.

Directors were re-elected at a stockholders meeting. They were John Walter, WJPG Green Bay; A. H. Lange, KFIZ Fond du Lac; Sidney Blizz, WCLO Janesville and WGEZ Beloit; G. P. Richards, WHBL Sheboygan; Earl H. Huth, WHBY Appleton; W. C. Forrest, WIBU Poynette; Harold Newcomb, WRJN Racine and George T. Frechette, WFHR Wisconsin Rapids.

Following the stockholders meeting, the directors re-elected Mr. Walter president; Mr. Huth, vice president, and Mr. Frechette, secretary-treasurer and managing director. Network offices are at Wisconsin Rapids.

Broadcasting rights were granted after acceptance of sealed bids and proposals for coverage in the region.

Miller Brewing Co., Milwaukee, is to sponsor the series. Sixteen stations were used during the past two seasons, it was reported. Earl Gillespie, WEMP Milwaukee, is to handle the play-by-play.

WSYR's Local
Radio Sales
UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

National Spot Advertisers
TAKE NOTE
Write, Wire, Phone or Ask Headley-Reed

WSYRACUSE
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WSYR — AM-FM-TV — The Only Complete Broadcast Institution in Central New York
NBC Affiliate • Headley-Reed, National Representatives

Television Applications Filed at FCC

(Continued from page 47)

ft., above ground 479 ft. Estimated construction cost $511,375, first year operating cost $365,000, revenue $340,000. Post Office address: Box 2171, Jackson. Studio location: Lamar Life Bldg., 315 E. Capitol St. Transmitter location: Red Hill, 3.4 mi. SE of Jackson. Geographic coordinates 32° 15′ 48″ N. Lat., 90° 06′ 22″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Wash. Consulting engineer A. Earl Cullum, Jr., Dallas. Applicant is owned 100% by Lamar Life Insurance Co., licensee of WJDX there. Applicant will lease physical plant from parent firm.

MERIDIAN, Miss.—Southern Television Corp. (WTOK), VHF ch. 11 (198-204 mc); ERP 29.5 kw visual, 15.9 kw aural; antenna height above average terrain 622 ft., above ground 357 ft. Estimated construction cost $177,948, first year operating cost $102,000, revenue $120,000. Post Office address: Citizens National Bank Bldg., Box 1771, Meridian, Miss. Studio and transmitter location: 1.8 mi. S. of Meridian on U.S. Highway 45. Geographic coordinates 32° 19′ 40″ N. Lat., 88° 41′ 30″ W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **Robert F. Wright** (25.5%), Vice President **William B. Crooks** (12%), Secretary **Thomas Y. Minniece** (8.472%), Treasurer **S. A. Rosenbaum** (16.945%).

JOPLIN, Mo. — Air Time Inc. (KSWM), VHF Ch. 12 (204-210 mc); ERP 10.6 kw visual, 5.3 kw aural; antenna height above average terrain 504 ft., above ground 442 ft. Estimated construction cost $143,401, first year operating cost $100,000, revenue $100,000. Post Office address: 1928 W. 13th St., Joplin, Missouri. Studio and transmitter location: 1928 W. 13th Street, Joplin, Missouri. Geographic coordinates 37° 04′ 45″ N. Lat., 94° 32′ 9.5″ W. Long. Transmitter RCA, antenna RCA. Legal counsel None. Consulting engineer Austin A. Harrison, Joplin, Mo. Principals include President **Austin A. Harrison** (50%), Vice President **Herbert Van Fleet** (1.65%), Secretary-Treasurer **Eleanor F. Harrison** (46.7%).

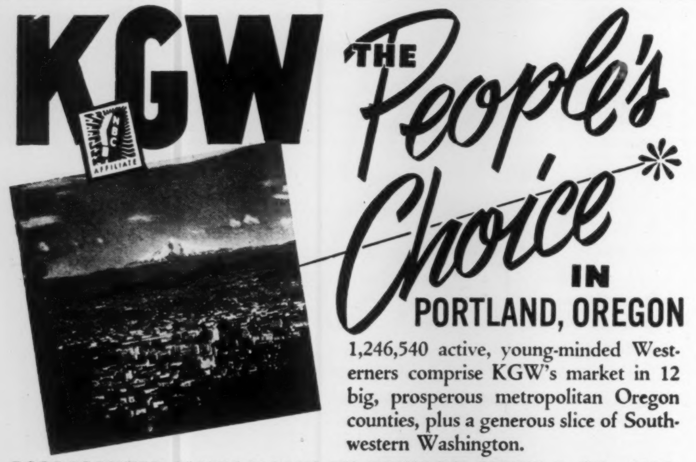
† ST. LOUIS, Missouri — KWK Inc. (KWK), VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 521 ft., above ground 520 ft. Estimated construction cost $594,000, first year operating cost $1,094,424, revenue $1,300,000. Post Office address: 1215 Cole Street, St. Louis 6, Missouri. Studio and transmitter location: 1215 Cole Street. Geographic coordinates 38° 38′ 10″ N. Lat., 90° 11′ 44″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President - Treasurer **Robert T. Convey** (45.61%), Vice President-Secretary **Roy E. Dady** (1.85%) and Vice President **V. E. Carmichael** (0.61%). St. Louis Globe-Democrat has 27.27% interest in applicant.

† ST. LOUIS, Mo. — KXOK Inc. (KXOK-AM-FM), VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 547 ft., above ground 583 ft. Estimated construction cost $553,802; first year operating cost $700,000; revenue $950,000. Post Office address: 800 N. Twelfth Blvd., St. Louis 1. Studio location: 800 N. 12th St., St. Louis. Transmitter location: Boatmen's Bank Bldg., 314 N. Broadway, St. Louis. Geographic coordinates 38° 37′ 40″ N. Lat., 90° 11′ 17″ W. Long. Transmitter RCA, antenna RCA. Legal counsel: George O. Sutton, Washington. Consulting engineer: Jansky & Bailey, Washington. Principals include: President **Elzey Roberts** (79.25%), Vice President **John C. Roberts** (10.70%), Vice President-Secretary **Elzey M. Roberts Jr.** (0.0125%), General Manager **Chester L. Thomas** (0.0125%), Asst. Manager **Aubrey D. Reid** (0.0125%) and **Isabella Wells Roberts** (10%). Figures represent common stock.

† LINCOLN, Neb.—Cornbelt Bcstg. Corp. (KFOR), VHF Ch. 10 (192-198 mc): ERP 55 kw visual, 27.5 kw aural; antenna height above average terrain 248 ft., above ground 323 ft. Estimated construction cost $300,781; first year operating cost $170,000; revenue $150,000. Post Office address: Stuart Bldg., Lincoln 8, Nebraska. Studio and transmitter location: 48th & Vine Streets. Geographic coordinates 40° 49′ 30″ N. Lat., 96° 39′ 19″ W. Long. Transmitter RCA, antenna RCA. Legal counsel: Beghtol & Rankin, Lincoln, Nebraska. Principals include: President **James Stuart**, Executive Vice President **George T. Bastian**, Vice President **George X. Smith** and Secretary **J. Lee Rankin**.

OMAHA, Neb.—Herald Corp., VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 869 ft., above ground 949 ft. Estimated construction cost $838,239; first year operating cost $691,723; revenue $811,668. Post Office address: 14th & Dodge Sts., Omaha 2. Studio location: 1318 Capitol Ave., Omaha, Neb. Transmitter location: Sec. 20, Twp. 15, Range 12, Douglas Co., Neb. Geographic coordinates 41° 15′ 44″ N. Lat., 96° 05′ 49″ W. Long. Transmitter GE, antenna GE. Legal counsel: Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer: Jansky & Bailey, Washington. Principals include: President **Henry Doorly**, president and 4.06% owner of World Pub. Co., publisher of Omaha *World-Herald* and 100% owner of applicant firm; Vice President **W. E. Christenson**, vice president, 0.83% of World Pub.; Vice President **Ben H. Cowdery**, vice president, 1.25% of World Pub., and Treasurer **Jewell Hargleroad**, secretary-treasurer, 0.26% of World Pub.

†ALBANY, New York—Hudson Valley Bcstg. Co., Inc. (WROW-AM-FM), UHF Ch. 41 (632-638 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 1160 ft., above ground 323 ft. Estimated construction cost $365,474, first year operating cost $229,660, revenue $250,000. Post Office address: 248 State Street, Albany. Studio location: 248 State Street, Albany. Transmitter location: Side of Mt. Helderberg, 2 miles W. of New Scotland. Geographic coordinates 42° 37′ 20″ N. Lat., 74° 00′ 38″ W. Long. Transmitter GE, antenna GE. Legal counsel: D. F. Prince, Washington. Consulting engineer: McIntosh & Inglis, Washington. Principals include President **John J. Quinlan** (11.5%), Treasurer **Louis H. Gross** (11.5%), Vice President **Hyman Abrahms** (7.2%), Executive Vice President **Harry L. Goldman** (11.4%) and Secretary **Hyman Rosenblum** (11.4%).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BINGHAMTON, N Y.—Southern Tier Radio Service Inc. (WINR), UHF Ch. 40 (626-632 mc); ERP 188 kw visual, 98 kw aural; antenna height above average terrain 566 ft., above ground 405 ft. Estimated construction cost $245,714, first year operating cost $202,625, revenue $212,000. Post Office address: 58 Exchange St., Binghamton. Studio location: 58 Exchange St., Binghamton. Transmitter location: Hiner Rd., Kirkwood, N. Y. Geographic coordinates 42° 06′ 53″ N. Lat., 75° 51′ 16″ W. Long. Transmitter GE, antenna GE. Legal counsel: Dow, Lohnes & Albertson, Washington. Consulting engineer: Craven, Lohnes & Culver, Washington. Principals include President **Donald W. Kramer** (10%), Vice President **E. R. Vadeboncoeur** (12.65%), Secretary **Donald J. Duvall** (9.28%), Treasurer **Neldon L. Kidd** (12.63%), **A. G. Bellc Isle** (6.67%), **Thomas W. Rourke** (6.67%), **Lewis C. Ryan** (9.72%), **James W. Colella** (5%), **Samuel M. Allerton** (8.57%), **George R. Ives**, executor of estate of Robert E. Kelly, deceased, for beneficiaries Eileen and Patricia Kelly (8.57%) and **Laura A. MacClary** (5.75%).

†ELMIRA, N. Y.—Corning Leader Inc. UHF Ch. 18 (494-500 mc); ERP 58.3 kw visual, 32.8 kw aural; antenna height above average terrain 783 ft., above ground 324 ft. Estimated construction cost $236,270, first year operating cost $144,000, revenue $192,000. Post Office address: 114 Walnut St., Corning, N. Y. Studio and transmitter location: 3.5 mi. WNW of Elmira Post Office. Geographic coordinates 42° 06′ 20″ N. Lat., 76° 52′ 17″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **William Allen Underhill** (50%), 50% of Elmira-Corning Bcstg. Corp., licensee of WELM Elmira and WCLI-AM-FM Corning; Vice President **Edwin Stewart Underhill III,** asst. secretary of Elmira-Corning Bcstg. Corp.; Secretary **Matthew F. Carney Jr.,** Treasurer **Edwin Stewart Underhill Jr.** (50%), president & 50% owner of Elmira-Corning Bcstg. Corp. Asst. Treasurer **Mary M. King,** asst. treasurer of Elmira-Corning Bcstg. Corp.

†ROCHESTER, N.Y.—Veterans Broadcasting Co. (WVET), UHF Ch. 10 (192-198 mc); ERP 26.2 kw visual, 13.95 kw aural; antenna height above average terrain 450 ft., above ground 325 ft. Estimated construction cost $176,000, first year operating cost $230,000, revenue $315,000. Post Office address: Ervin F. Lyke, 17 Clinton Ave. South, Rochester 4. Studio location: 17 Clinton Ave. South. Transmitter location: Pinnacle Hill, Brighton, N. Y. Geographic coordinates: 43° 08′ 02″ N. Lat., 77° 35′ 02″ W. Long. Transmitter GE, antenna GE. Studio equipment, GE. Legal counsel Frank U. Fletcher, Washington. Consulting engineer John Creutz, Washington. Stock is owned and subscribed by more than 100 persons, including **Ervin F. Lyke,** WVET general manager-chief engineer, who is president-treasurer and will be 3.1% owner after new stock is issued; **Paul C. Louther,** vice president 1.54%; **Grantier Neville,** attorney, secretary 0.76%; and **Harold Carson,** 1.2% owner KCOC Hamilton and 16.66% owner in CJVI Victoria and CKWX Vancouver, 1.61%.

TROY, New York—Troy Broadcasting Co. Inc. (WTRY), UHF Ch. 23 (524-530 mc); ERP 12.0 kw visual, 7.0 kw aural; antenna height above average terrain 927 ft., above ground 189 ft. Estimated construction cost $343,642, first year operating cost $175,000, revenue $110,000. Post Office address: 92 Fourth Street, Troy, New York. Studio location: 92 4th Street, Troy, New York. Transmitter location: Helderberg Mts., New Scotland Township. Geographic coordinates 42° 37′ 58″ N. Lat., 73° 59′ 35″ W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include **Harry C. Wilder,** president; **Thomas W. Rourke,** Vice President; **Edward M. Sleighel,** Treasurer; **Samuel E. Aronowitz,** Secretary.

† CHARLOTTE, N. C.—The Bcstg. Co. of the South (WIST), VHF Ch. 9 (186-192 mc); ERP 195 kw visual, 97.5 kw aural; antenna height above average terrain 814 ft., above ground 829 ft. Estimated construction cost $663,169, first year operating cost $500,000, revenue $400,000. Post Office address: 112 South Tryon Street, Charlotte, N. C. Studio location: 112 South Tryon St. Transmitter location: 0.55 mi. W. of Charlotte to Derita Rd. .6 mi. from Charlotte city limits. Geographic coordinates 35° 17′ 00″ N. Lat., 80° 48′ 56″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **B. Calhoun Hipp** (13.6%), Vice President-Treasurer **F. M. Hipp** (13.6%), Vice President **H. N. Hipp** (13.6%), and Vice President **G. Richard Shafto** (1.2%).

GENTLE APPROACH

WNMP Plugs Conservatism

WNMP Evanston, Ill., is asking its classical music audience to show appreciation for "conservative" commercials by buying WNMP sponsors' products.

To accentuate the difference between WNMP's "brief, quiet, conservative" sales approach, the station has aired fictitious "blatant, hard-driving" commercials. After showing the contrast, WNMP tells its listeners that if they approve of quiet commercials, buy our sponsors' products.

Samples of WNMP's version of blatant commercials:

"Have-A-Time Wine is better than new—just one sip will tell you why it outsells all other wines put together in a large vat.

"Fanny Grope-Up has a new magic reducing formula that she's imported from the continental shores of Iceland. . . . This wonder wafer contains everything you need for a proper day's diet—bread and water."

†DURHAM, N. C.—Durham Broadcasting Enterprises Inc. (WTIK), VHF Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 523 ft., above ground 500 ft. Estimated construction cost $436,000, first year operating cost $240,000, revenue $350,000. Post Office address: P. O. Box 2009, Durham. Studio location: W. Chapel Hill and Duke St. Transmitter location: W. Chapel Hill and Duke St. Geographic coordinates 35° 59′ 40″ N. Lat., 78° 54′ 35″ W. Long. Transmitter DuMont, antenna DuMont. Studio equipment DuMont. Legal counsel: Frank U. Fletcher, Washington. Consulting engineer: Craven, Lohnes & Culver, Washington. Principals include **Harmon L. Duncan**, president-treasurer (25%), **Virginia D. Duncan,** assistant treasurer (25%), **J. Floyd Fletcher,** vice president - secretary (49.99%), and **Mildred M. Fletcher,** assistant secretary (0.01%). If TV is granted, stockholders will be increased to about 70, with present group retaining about 60% interest. Mr. Duncan is sole owner of WHIT New Bern, N. C.

† WINSTON-SALEM, N. C. — Mary Pickford Rogers, VHF Ch. 12 (204-210 mc); ERP 117 kw visual, 58.5 kw aural; antenna height above average terrain 660 ft., above ground 574 ft. Estimated construction cost $372,778, first year operating cost $200,000, revenue $250,000. Post Office address: 1143 Summit Drive,

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some aggrieved listener
accuses you of

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Beverly Hills, California. Studio location: to be determined. Transmitter location: near Walkerton. Geographic coordinates: 36° 10′ 00″ N. Lat., 80° 08′ 10″ W. Long. Transmitter RCA, antenna RCA. Legal counsel I. E. Lambert, Washington. Consulting engineer A. D. Ring & Co., Washington. Sole owner is **Mary Pickford Rogers,** president Comet Productions Inc. and Triangle Productions Inc. and 25% owner of United Artists Corp.

† **WINSTON-SALEM, N. C.—Piedmont Pub. Co. (WSJS-AM-FM),** VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 500 ft., above ground 490 ft. Estimated construction cost $544,553, first year operating cost $400,000, revenue $450,000. Post Office address: 419-421 N. Spruce Street, Winston-Salem, N. C. Studio location: 419-421 N. Spruce Street, Winston-Salem. Transmitter location: U. S. 421, 7 miles E. of Winston-Salem. Geographic coordinates: 36° 08′ 00″ N. Lat., 80° 07′ 45″ W. Long. Transmitter GE, antenna GE. Legal counsel Fly, Shuebruk Blume, New York. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President-Treasurer **Gordon Gray** (100%), Vice President **William K. Hoyt,** Vice President **W. Harold Essex** and Secretary **William Pendleton Sandridge.**

WINSTON-SALEM, N. C.—Winston-Salem Bcstg. Co. (WTOB), VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 363 ft., above ground 344 ft. Estimated construction cost $412,093, first year operating cost $329,040, revenue $341,120. Post Office address: 826½ West Fourth St., Winston-Salem, N. C. Studio and transmitter location: North Carolina Route 150. Geographic coordinates: 36° 05′ 54″ N. Lat., 80° 07′ 23″ W. Long. Transmitter: DuMont, antenna GE. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President **James W. Coan** (30%), Secretary-Treasurer **John G. Johnson** (30%), Vice President **Robert V. Brawley** (20%) and Asst. Secretary **Archibald Craige** (20%).

† **AKRON, Ohio—Summit Radio Corp. (WAKR-AM-FM),** UHF Ch. 49 (680-686 mc); ERP 145 kw visual, 72.5 kw aural; antenna height above average terrain 319 ft., above ground 434 ft. Estimated construction cost $352,755, first year operating cost $165,300, revenue $175,000. Post Office address: 106 S. Main St., Akron. Studio and transmitter location: 106 S. Main St., Akron. Geographic coordinates: 41° 04′ 56″ N. Lat., 81° 31′ 07″ W. Long. Transmitter RCA, antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **S. Bernard Berk,** Vice President **Roger G. Berk,** Secretary-Treasurer **Viola G. Berk;** Beacon Journal Pub. Co. (45%).

LORAIN, Ohio—The Lorain Journal Co. UHF Ch. 31 (572-578 mc); ERP 94 kw visual, 47 kw aural; antenna height above average terrain 410 ft., above ground 436 ft. Estimated construction cost $358,300, first year operating cost $295,000, revenue $315,000. Post Office address: 205 7th Street, Lorain. Studio and transmitter location: 1100 ft. South of 2500 Colorado Avenue. Geographic coordinates 41° 27′ 41″ N. Lat., 82° 08′ 43″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President-Treasurer **I. Horvitz** (99.7%), president and 99.6% owner Mansfield Journal Co., president and 99.7% owner Lorain Journal Co.; **S. A. Horvitz,** vice president (0.1%), also vice president and 0.1% owner of the Mansfield Journal Co. and the Lorain Journal Co.

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MUSKOGEE, Okla.—Tulsa Bcstg. Co., VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,000 ft., above ground 707 ft. Estimated construction cost $613,265, first year operating cost $294,400, revenue $347,000. Post Office address: 1850 South Boulder, Tulsa. Studio location: 15 E. Broadway, Muskogee, Okla. Transmitter location: Stone Bluff Twp., Wagoner Co., Okla. Geographic coordinates: 35° 51′ 43″ N. Lat., 95° 46′ 01″ W. Long. Transmitter GE, antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include President **John T. Griffin** (56.5%), president, 49% common stock of Griffin Grocery Co., Muskogee; president, 49.5% common stock of Griffin Grocery Co. of Arkansas; president, 48% common stock of Denison Peanut Co., Muskogee; president, 54.5% common stock of Western Hardware Corp., Muskogee; president of applicant, licensee of KTUL-AM-FM Tulsa and KFPW-AM and KFPA-FM Fort Smith, Ark.; president, 57⅔% of common stock KOMA Inc., licensee of KOMA-AM-FM Oklahoma City; president, 53.58 common stock of Griffin Investment Co., Muskogee; president Griffin Foundation, a benevolent and charitable corporation, noncapitalized. **Marjory Griffin** (39.45%), holds average of 39-40% of common stock in each of above-mentioned firms.

† **OKLAHOMA CITY, Okla.—KOMA Inc. (KOMA-AM-FM),** VHF Ch. 9 (186-192 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 887 ft., above ground 924 ft. Estimated construction cost $676,152, first year operating cost $500,000 revenue $550,000. Post Office address: 228 W. Grand St., Oklahoma City. Studio & transmitter location: NE 75th St. & Highway 66 (7601 Lincoln Blvd.), Oklahoma City. Geographic coordinates 35° 32′ 50″ N. Lat., 97° 29′ 45″ W. Long. Transmitter GE, antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include President **John T. Griffin** (54.9206%), Vice Presidents **Bryan Cole** (0.3174%) and **James C. Leake** (1.9047%), Vice President-General Manager **J. J. Bernard,** and Secretary-Treasurer (0.3174%), **Marjory Griffin Leake** (37.7777%).

HARRISBURG, Pa. — WABX Inc. (WABX-FM), UHF Ch. 71 (812-818 mc); ERP 166.8 kw visual, 90.45 kw aural; antenna height above average terrain 313.2 ft., above ground 432.9 ft. Estimated construction cost $298,988, first year operating cost $44,850, revenue $70,000. Post Office address: 111 Blackberry St., Harrisburg. Studio and transmitter location: 2107 N. Sixth St., Harrisburg. Geographic coordinates 40° 16′ 00″ N. Lat., 75° 52′ 00″ W. Long. Transmitter GE, antenna GE. Consulting engineer H. O. Bishop, Harrisburg, Pa. Principals include President **H. O. Bishop** (50%), Vice President **W. T. Wright** (50%) and Secretary-Treasurer **Hasbrouck S. Wright.**

HARRISBURG, Pa.—WHP Inc. (WHP-AM-FM), UHF Ch. 33 (584-590 mc); ERP 218 kw visual, 109 kw aural; antenna height above average terrain 919 ft., above ground 160 ft. Estimated construction cost $362,000, first year operating cost $435,000, revenue $550,000. Post Office address: 216 Locust St., Harrisburg. Studio location: 216 Locust St., Harrisburg. Transmitter location on Blue Mtn., near Harrisburg. Geographic coordinates 40° 20′ 44″ N. Lat., 76° 52′ 09″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President-Treasurer **E. J. Stackpole,** Vice President **A. H. Stackpole,** Secretary-Asst. Treasurer **Bowman A. Brown,** Vice President **A. K. Redmond** (3.5%), The Telegraph Press (96.5%).

HARRISBURG, Pa.—Kendrick Bcstg. Co. Inc. (WHGB), UHF Ch. 27 (548-554 mc); ERP 109.8 kw visual, 62.15 kw aural; antenna height above average terrain 947 ft., above ground 246.5 ft. Estimated construction cost $246,730, first year operating cost $250,000, revenue $200,000. Post Office address: 112 Market St., Harrisburg. Studio location: 112 Market St., Harrisburg. Transmitter location: 2 mi NE of Ft. Hunter, Pa. Geographic coordinates 40° 20′ 43″ N. Lat., 76° 52′ 06″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Hennessey, Segal, Smith & Hennessey, Washington. Consulting engineer George P. Adair. Principals include President-Treasurer **Herbert Kendrick** (50%). Vice President-Secretary **Roger W. Clipp;** Triangle Pub. Inc. owns other 50%.

† **WILKES-BARRE, Pa. — Louis G. Baltimore (WBRE-AM-FM),** UHF Ch. 28 (554-560 mc); ERP 1,000 kw visual, 500 kw aural; antenna height above average terrain 1,223 ft., above ground 426 ft. Estimated construction cost $438,572, first year operating cost $340,000, revenue $379,000. Post Office address: 62 South Franklin St., Wilkes-Barre. Studio and transmitter location: 4.5 miles SE of Wilkes-Barre on Wyoming Mt. Geographic coordinates 41° 11′ 55.5″ N. Lat., 75° 49′ 05.5″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Willard M. Garrison, Washington. Sole owner is **Louis G. Baltimore.**

† **WILLIAMSPORT, Pa.—WRAK Inc. (WRAK-AM-FM),** UHF Ch. 36 (602-608 mc); ERP 20.6 kw visual, 10.3 kw aural; antenna height above average terrain 1,281 ft., above ground 242 ft. Estimated construction cost $137,700, first year operating cost $50,000, revenue $70,000. Post Office address: 244 W. Fourth St., Williamsport. Studio location: 244 W. Fourth St., Williamsport. Transmitter location: N. White Deer Ridge Rd., near Williamsport. Geographic coordinates: 41° 11′ 21″ N. Lat., 76° 58′ 53″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer George C. Davis, Washington. Pincipals include President **E. N. Case,** Vice Presidents **Margarette T. Steele** (3.8%) and **John E. Person,** Treasurer **W. Van Person** and Secretary-Asst. Treasurer **George E. Joy** (1.3%), Sun-Gazette Co. (66.6%); West Branch Bank & Trust Co. (27%).

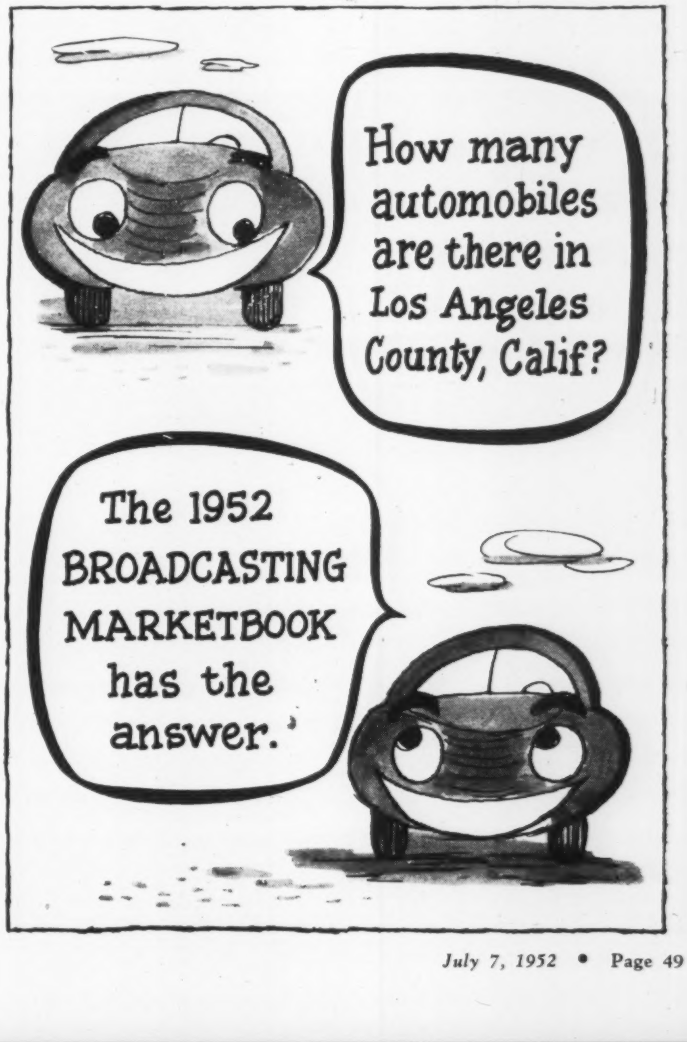
PROVIDENCE, R. I.—Cherry & Webb Bcstg. Co. (WPRO). VHF Ch. 12 (204-210 mc); ERP 26. 7 kw visual, 13.4 kw aural; antenna height above average terrain 510.8 ft., above ground 457 ft. Estimated construction cost $1,012,991, first year operating cost $530,000, revenue $600,000. Post Office address: 24 Mason Street, Providence 2, Rhode Island. Studio location: 24 Mason Street. Transmitter location: Neutaconkanut Hill near highway 14, near Providence. Geographic coordinates 41° 48′ 12″ N. Lat., 71° 28′ 24″ W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer James C. McNary, Washington. Principals include President **William S. Cherry Jr.** (44.9%), Vice President **Anna Cherry Gross** (44.9%) and Treasurer **Charles W. Knowles** (10.2%).

COLUMBIA, S. C.—Palmetto Radio Corp. (WNOK), UHF Ch. 67 (788-794 mc); ERP 63 kw visual, 35.5 kw aural; antenna height above average terrain 494 ft., above ground 420 ft. Estimated construction cost $253,246, first year operating cost $266,000, revenue $266,000. Post Office address: Hotel Jefferson, P. O. Box 5307, Columbia, S. C. Studio location: 1811 Main St. Transmitter location: 1819 Main St. Geographic coordinates: 34° 00′ 34″ N. Lat., 81° 02′ 18″ W. Long. Transmitter DuMont, antenna GE. Legal counsel: Ernest W. Jennes, Covington & Burling, Washington. Consulting engineer: Robert E. L. Kennedy (Kear & Kennedy), Washington. Principals include President **Samuel Litman** (20%), Vice President **J. W. Lindau III** (20%), Treasurer **W. Croft Jennings** (20%) and Secretary **Carlisle Roberts** (20%).

SPARTANBURG, S. C.—The Spartan Radiocasting Co. (WORD), VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 2,000 ft., above ground 205 ft. Estimated construction cost $376,671, first year operating cost $430,470, revenue $494,258. Post Office address: 291 East Main Street, Spartanburg, S. C. Studio location: 291 East Main Street. Transmitter location: Hogback Mountain, SW of Tryon, N. C. Geographic coordinates: 35° 10′ 10″ N. Lat., 82° 17′ 29″ W. Long. Transmitter, DuMont, antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Walter J. Brown** (39%) and Secretary-Treasurer **D. S. Burnside** (5.1%).

† **SIOUX FALLS, S. D.—Midcontinent Bcstg. Co. (KELO),** VHF Ch. 11 (198-

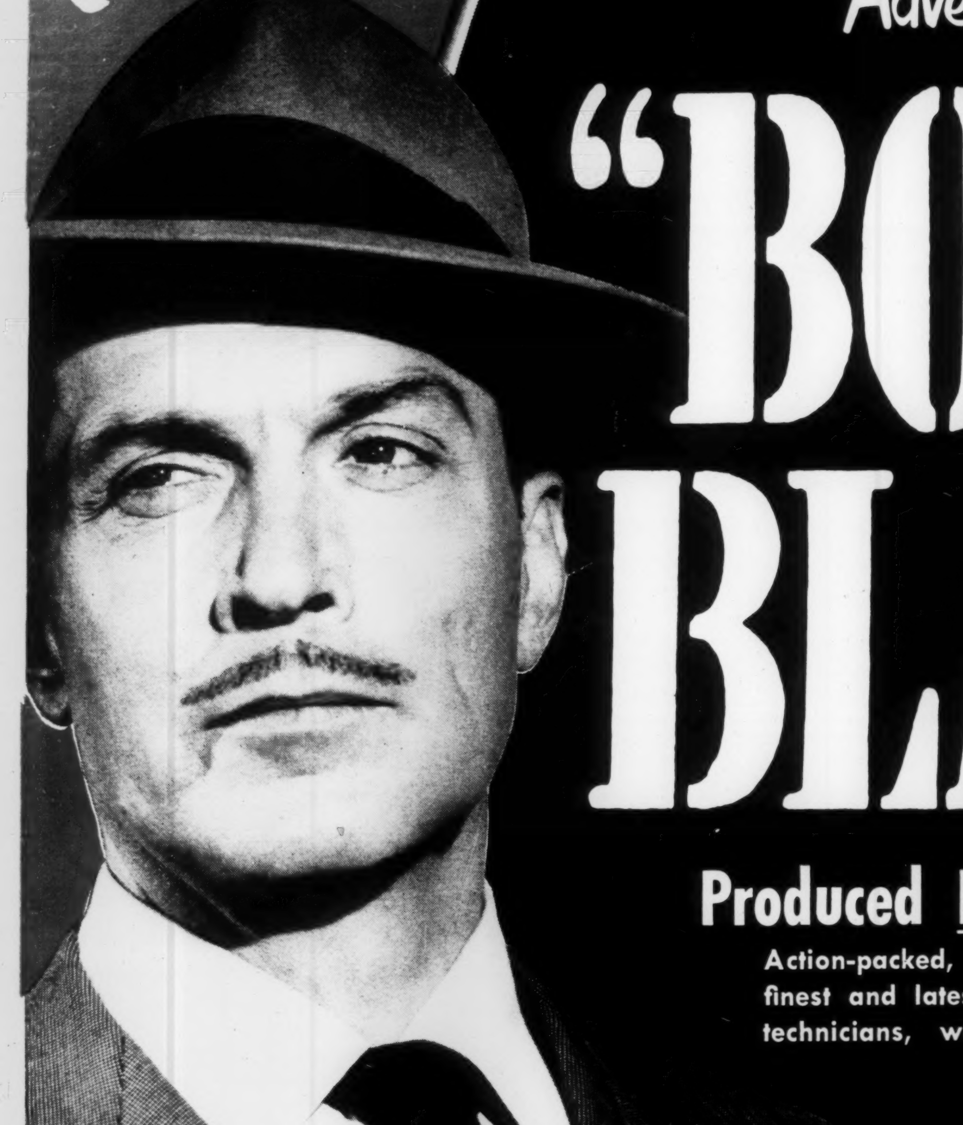
(Continued on page 56)


How many automobiles are there in Los Angeles County, Calif?
The 1952 BROADCASTING MARKETBOOK has the answer.

Tops! a **RATING** history that's mak

America's Most Successfu
Adventure-Detective Show

"BOSTO
BLACK



Produced **Exclusively** for Televi

Action-packed, complete half-hour programs using th
finest and latest television techniques . . . by expert Zi
technicians, writers, musicians, directors and actors

Starring
★ **KENT TAYLOR**
as "Blackie"
★ **LOIS COLLIER**
as "Mary"
★ **FRANK ORTH**
as "Farraday"

OTHER GREAT ZIV SHOWS

- THE UNEXPECTED
- YOUR TV THEATRE
- THE CISCO KID
- STORY THEATRE
- YESTERDAY'S NEWSREEL
- EASY ACES
- SPORTS ALBUM
- FEATURES
- WESTERNS
- CARTOONS

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how!

ON
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elevision

sing the
pert Ziv
actors!

CONSISTENTLY HIGH RATINGS IN CITY AFTER CITY AFTER CITY!

FOR TOP SPONSORS LIKE THESE:

★ TERRE HAUTE BREWING CO.	in 8 MARKETS
★ SOUTHERN BISCUIT CO.	in 4 MARKETS
★ DAW DRUG CO.	in 3 MARKETS
★ WIEDEMANN BREWERY	in 4 MARKETS
★ VITAMIN CORP. OF AMERICA	in 2 MARKETS

AND MANY, MANY MORE!

WITH TOP RATINGS LIKE THESE:

★ **DALLAS-FT. WORTH** Highest rated show—all hours—all days—all week.	55.0*
★ **ATLANTA** Highest rated show Friday night. Tops all non-network shows all nights.	28.8*
★ **TOLEDO** Highest rated show Thursday night. Tops all non-network shows all nights.	51.5*
★ **CHARLOTTE** 2nd Highest rated show Thursday night. Tops all non-network shows all nights.	59.5*
★ **DETROIT** 2nd Highest rated show Thursday night on all 3 stations.	28.0*
★ **BOSTON** 2nd Highest rated show Saturday night all stations.	32.0*

*All Ratings Taken From "Videodex"

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD
CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

S
BUM
S

XUM

editorial

Platform

INCONSISTENCY is not a rare quality among politicians, but no more flagrant case of it could be imagined than that exhibited in the welcome being accorded to broadcasting at the Republican convention this week by the same men who were a party to its ostracism from the important National Committee session on disputed delegations last Tuesday.

If radio and television can be trusted to cover the national conventions themselves, at one of which the next President of the United States will be picked, there is no valid argument that they cannot be equally trusted to report such an important preliminary as the committee meeting, to which the press was given full access.

One cannot avoid the suspicion that the politicians' attitudes toward television are founded almost exclusively in self-interest. They are eager to participate in any television program which, they believe, will make them look good. If, however, the presence of such a faultless reporter is apt to make them look bad, well, there's only one thing to do: Kick out the reporter.

This basic attitude toward broadcasting underlay the ban against radio and television in the House and the attempt to ban it from the Senate. The old-line leaders of the majority party have feared that the televising of some government sessions would make the opposition look good.

Broadcasters must come to grips with this problem. A good way to start would be to urge both the Republicans and Democrats to include in their platforms a plank advocating freedom of access, equal to that enjoyed by the press, for radio and television.

It is time that politicians were made to quit courting broadcasting when it serves their personal purposes and kicking it out the door when it doesn't.

TV's Cimarron

IT WOULD APPEAR as if the TV dopesters, in and out of government, were all wrong. Instead of the 1,500 to 2,000 applications for new TV stations anticipated by July 1 the count is much, much less.

Instead of a stampede for assignments on the 70 UHF channel assignments, most openings now go begging. Instead of the quest for the 242 channels reserved for education, there are about a dozen applications on hand, in varying states of unreadiness.

July 1, of course, is a theoretical deadline. It simply triggers the processing of applications on hand. The FCC did not "freeze" the opportunity to file for facilities or to seek modifications.

What caused this crossing up of the so-called "dope"? Why the dearth of UHF applications? Where's all the "new money" that was to enter TV in the hundreds of millions?

The answers can be surmised only. First UHF is suffering from the FM experience regarded, rightly or wrongly, as a fiasco. The UHF situation is precisely the reverse of what transpired in FM. There, the FCC crammed FM down the throats of broadcasters. But the public, in sufficient numbers, wouldn't convert, adapt or switch over to another aural service. In UHF, while the FCC is encouraging its use, prospective applicants are disposed to let George do the pioneering. It's our prediction that UHF applications will pick up gradually—as stations go on the air and provide acceptable service, notably in non-intermixed VHF-UHF areas or in those with but one or two VHF assignments.

Much of that "new money" has gone into hiding to await developments. Only a small percentage of the new applications are from organizations not now in radio, again supporting our thesis that television is the heritage of the broadcaster—the same business with sight added.

We have no doubt that the primary reason for the dampened ardor of the newcomers is the experience of stations in such markets as New York, Los Angeles and let's say, Atlanta. New York has seven stations, of which at least three aren't making money. Los Angeles has seven and it's reported that four are in the red. Atlanta has three and one is running a deficit. Certainly this isn't the key to the mint.

There's going to be lots of investment in TV in the years ahead. The public will put billions into receivers. Invested capital in transmitters will run into the hundreds of millions. It will be a good business. But it isn't going to make many new millionaires anytime soon. All of which is healthy.

Television should profit by the errors of its radio contemporary, which, more and more is destined to become its blood-brother—not its competitor unto the end. Rates will be pegged in ratio to costs and a reasonable return (which wasn't done in radio). The very fact that a TV stampede hasn't materialized indicates that some modicum of prudence and economic reasoning has developed.

At Last

EXCEPT for its regrettable failure to relieve broadcasters of the political broadcast dilemma, the final version of the McFarland Bill strikes us as a remarkably healthy piece of legislation, considering the bureaucratic jostlings it had to survive in its long and sometimes disagreeable gestation period.

It is a pity that a major revision of the Communications Act would be made without the complete overhauling of the section on political broadcasting, which leaves the broadcaster in the be-damned-if-he-does and be-damned-if-he-doesn't position of being unable to censor a speech to protect himself from libel.

Though the Horan amendment which was added to the bill in the House was not entirely satisfactory, it still would have been better than no protection at all, especially in this feverish election year. Its section providing immunity from libel having been stricken, there is no chance now for immediate relief.

Most of the objectionable features contained in the House version which was passed a fortnight ago were eliminated in the final bill brought out by the Senate-House conference committee, an achievement due in very great measure to Sen. Ernest W. McFarland, whose baby it is.

Other sections included in both the original House and Senate versions could well have come out or been changed, but none of these is of serious nature. We should have liked to see retained the House version section prohibiting the FCC from discriminating against newspaper applicants for broadcasting licenses, but practically speaking, we must concede that this was probably a necessary excision, since the White House had let it be known that the President would veto a bill that included that measure.

On the whole it looks as though the bill, which is the first important modernization of the Communications Act since it was passed in 1934, is one that broadcasters can live with.

our respects to:

JOHN QUALE CANNON

EVERYBODY around Salt Lake City knew that young John Cannon, third generation of Cannons in the *Deseret Evening News* organization, would grow up to be a newspaperman just like his father and grandfather. After all, Grandfather Cannon was one of the famed journal's founders and John's father was editor. The youngest Cannon worked in his spare time as a reporter on the city room staff while majoring in English and economics at the U. of Utah.

Unfortunately for the *News*, but fortunately for RCA, which has just elected him secretary, the string of succession was broken because of his intense liking for law. After three years at the university he shifted to his chosen field. He shifted scenes, too, moving to Washington, D. C., where he was graduated in 1928 from George Washington U. with an LL.B degree.

Armed with some journalistic experience and the legal degree, John Cannon found an outlet for both at the *United States Daily*, now the *United States News & World Report*. At that time the *Daily* printed major government news, enjoying wide recognition as an official information source despite its private operation by David Lawrence under foundation sponsorship. The publication gave Mr. Cannon a chance to flex his legal muscles by reporting actions by all major courts in the nation. The legal operation later became the *U. S. Law Week*.

The call of government was strong, however, for he had been assistant secretary of the Public Buildings Commission prior to graduation, and also had been a business specialist at the Bureau of Standards. From the *Daily* he moved to the Civil Service Commission, remaining 13 years with the exception of one year as personnel director of the Securities & Exchange Commission.

At the Civil Service Commission he held a number of positions as he moved up the line. These included principal legal examiner, legal adviser and chief law officer. In the last-named post he was in charge of enforcing the controversial Hatch Act, the federal law curtailing political activities of government workers.

The Commission's job of running the world's largest personnel agency gave Mr. Cannon an insight into the problems of selecting and grading people. His Commission achievements came to the attention of the White House and he was appointed by President Franklin D. Roosevelt to serve on the President's board of Legal Examiners which

(Continued on page 55)

Serving the Community Well* without regard for reward rewards the servant richly with the Community's Regard

Recent Telecasts in the Community Interest:

EXPERIMENTAL TELECASTS OF MINNEAPOLIS SYMPHONY: The series earned a Pulse rating of 19 . . . on Saturday afternoons!

FIRST PUBLIC SCHOOL INSTRUCTION ON TELEVISION: When a janitors' strike closed schools during a winter semester . . . children watched teachers on TV, worked out lessons, sent them in. First such instruction in the United States. Entire programs planned and executed by school system. We supplied Channel 4 and technicians.

A MILE-LONG CHRISTMAS GREETING SCROLL TO JAPANESE SCHOOL CHILDREN: St. Paul and Minneapolis boys and girls were sold the idea just before Christmas. Whole schools were televised signing the scroll . . . which was flown to Tokyo.

TELEVISION USED FOR MASS INDUCTION OF 20,000 MEMBERS OF SCHOOL PATROL: Police officials conducted ceremony while school patrol units took oath watching the TV screen in schools.

There's always more on Channel 4!

WTCN

TV CHANNEL 4

ST. PAUL
MINNEAPOLIS

CBS • ABC • DUMONT (Affiliate)

Nationally represented by FREE & PETERS

DIRECTORS GUILD

Elects Bliss President

TED BLISS, freelance, has been elected president of Hollywood Local of the Radio and Television Directors Guild (AFL). He succeeds Max Hutto, NBC radio.

Kingman Moore, NBC-TV, was named vice president. Elected secretary was Mikel Kane, CBS-TV. Gil Faust, freelance, was named treasurer. Elected to the national board of directors were Ivan Green, freelance; Gordon Hughes, CBS Radio; Dick Mack, freelance and RTDG international president. Messrs. Hutto and Bliss also serve on the board.

New to the local's executive council are Elliott Lewis, freelance; Larry Robertson, ABC radio; Ed Hillie, NBC-TV; Robert Sheldon, ABC-TV.

CAB Adds Six Members

SIX Quebec province stations have been admitted to membership in the Canalian Assn. of Broadcasters, bringing the total of independent station members to 109. The new members are CJSO Sorel, CHAD Amos, CKRN Rouyn, CKVD Val d'Or, CKLS La Sarre and CHGB St. Anne de la Pocatiere. Membership of these French-language stations is due in part to increased CAB activities for French-language stations.

Hunting for the answer in St. Louis?

You'll find that LOW-low cost-per-thousand radio homes delivered makes

KWK the radio buy in St. Louis!

Aim your questions at your local Katz man. He has the answers!

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

HEAD-TABLE guests at organizational meeting of New England chapter, American Women in Radio & Television (l to r): Priscilla Fortescue, WEEI Boston; Connie Stackpole, Granite State Network, Manchester, N. H.; Heloise Parker Broeg, WEEI Boston, elected president of group; Doris Corwith, NBC, AWRT national president; Dorothy Fuller, WBET Brockton, Mass., AWRT eastern vice president; Wynne Casey, WJOY Burlington, Vt.; Betty Stuart Smith, J. Walter Thompson Co.

front office

WALLY ENGLEHARDT, George W. Clark Inc., Chicago, station representative firm, to WPEO Peoria, Ill., as commercial manager July 15.

DAVE CARLISLE, WPTZ Philadelphia, to sales staff, WFIL same city.

JOE COFFIN, head of research, KLAC-TV Hollywood, transfers to sales as account executive. **AL FISCHLER**, account executive, Snader Telescriptions Sales Inc., Beverly Hills, to station in similar capacity.

KEITH TYE, commercial manager, KVER Albuquerque, N. M., to KXYZ-AM-FM Houston, Tex., on sales staff.

JAMES FOKES appointed sales service member of sales staff, WBTV (TV) Charlotte, N. C.

HOWARD WHEELER, account executive, KHJ Hollywood, shifts to KHJ-TV in similar capacity.

BUZZ HASSETT, KROS Clinton, Iowa, to WFMY-TV Greensboro, N. C., as account executive.

STEVE CROWLEY to sales staff of KGO San Francisco, after year in Army.

RICHARD COLBURN, sales staff of WTMA Charleston, S. C., to Free & Peters, Chicago, station representative firm, as TV salesman.

ANNE BERGIN, CBS Toronto and Ottawa, named assistant commercial representative of CBC Toronto.

Personals . . .

JAMES D. SHOUSE, chairman of the board, Crosley Broadcasting Corp., Cincinnati, named trustee of city's Bureau of Research. . . . **THOMAS B. PRICE**, manager of WBVP Beaver Falls, Pa., appointed Beaver County radio chairman for 1952 Pennsylvania Week. . . . **ROBERT O. REYNOLDS**, vice president-general manager, KMPC Hollywood, father of boy, Kirkwood, June 22.

WILLIAM T. STUBBLEFIELD, NARTB station relations director, father of boy, John Steven, June 29.

JIM HENSLEY, account executive, CBS Pacific Network, has returned to duties after convalescence period following surgery. . . . **ED GARDNER**, TV salesman at Headley-Reed, Chicago, station representative firm, father of boy, Edward Everett, June 20. . . .

SUMMER LISTENING

Canadian Panel to Measure

RADIO Representatives Assn. has appointed a committee to contact stations and to study the problem as to how Canadian stations could show advertisers that summer listening remained high. The committee is composed of Ken Davis, Omer Renaud & Co.; E. Towndrow Stephens & Towndrow, and Bill Mitchell, All-Canada Radio facilities.

This action took place at the June meeting of the Toronto station representative firms. At the same meeting, E. Palmer, radio-TV director, Walsh Adv. Co., Toronto, pointed out that while national rating reports showed a slump in summer Canadian listening, people were using radios, if not at home, at summer resorts or while traveling. Canadian stations were urged to obtain figures for out-of-the-home listening to show their clients that a slump in rating reports did not present a full picture.

Direct Mail Up 10½%

AMERICAN businessmen spent $487,819,880 in direct mail advertising for the first five months of 1952, Frank Frazier, executive director of the Direct Mail Advertising Assn., reported last week. The volume represents an increase of more than 10½% over the same period of 1951, he said.

Here are the FACTS about
KROD'S Market Area . . .
the El Paso Southwest!

KROD
EL PASO
NEW MEXICO
TEXAS

From May 10, 1952 Sales Management

KROD has the greatest coverage of any radio station in El Paso, regardless of power.

POPULATION 532,900
RETAIL SALES $508,523,000
FOOD SALES 111,255,000
GEN. MDSE. SALES 57,945,000
AUTOMOTIVE SALES 101,241,000
DRUG SALES 24,728,000

The El Paso Southwest is a steadily, soundly growing area. It's expanding economy is based on industry, agriculture, ranching and other important sources. You can sell it more completely and economically over KROD.

CBS RADIO NETWORK IN EL PASO
KROD
600 KC 5,000 WATTS

RODERICK BROADCASTING Corp.
Represented by The O. L. TAYLOR Company

WIST-AM-FM SHIFT

Vaughan Named Manager

GUY VAUGHAN Jr., former sales manager of WSPA Spartanburg, S. C., has been named managing director of WIST-AM-FM Charlotte, N. C. Announcement was made by G. Richard Shafto, vice president-general manager, The Broadcasting Co. of the South, owner of WIST, WSPA and of WIS Columbia, S. C.

Mr. Vaughan

Mr. Vaughan succeeds Ray A. Furr who is being shifted to the company's television staff. Changes were effective July 1.

The new WIST manager's experience in radio dates back 20 years when he entered the industry as a WSPA staff announcer.

Our Respects To

(Continued from page 52)

had been established under the chairmanship of the Solicitor General to improve the quality of the government's legal service.

A little later he was named by the President to serve on the five-man Interdepartmental Loyalty Board, organized in the early 40s to study and pass on cases involving the loyalty of government employes.

At the request of Francis Biddle, then Attorney General, Mr. Cannon left the Civil Service Commission in 1943 to join the Dept. of Justice as administrative assistant.

After a decade-and-a-half in government, he entered private industry as a member of the RCA Victor Div. legal staff, with headquarters in Camden, N. J. At RCA Victor his work dealt primarily with corporate law, concentrating on legal problems involving the Consumer Products Dept., handling radio, TV and Victrola phonographs. He was given the division's Award of Merit for his achievements.

Six years after joining the RCA organization he was elected assistant secretary of the parent company, moving up into the high post of secretary last May 9.

Today, John Cannon retains an interest in sports that started in his youth, when he held down third base for one of Salt Lake City's better baseball teams. For a time he had harbored dreams of a baseball career. Now he confines his sports activity to golf and shoots consistently in the 80s.

He married the former Anna Laura Stohl of Salt Lake City. They live in Bronxville, N. Y., and have three children—Jane, Jack Jr. and Ann Quayle. Jane is engaged in sociological work in Mexico; Jack Jr. is a student at Bates College and Ann Quayle attends Bronxville public schools.

air-casters

CORNELIUS K. SULLIVAN, director of men's division, United Hospital Fund, N. Y., to NBC there as public relations representative, succeeding **FRANK YOUNG**, who transfers to NBC press staff.

BURR LEE named acting program director, ABC radio, Chicago, succeeding **DICK WOOLLEN**, resigned. Mr. Lee is former producer, director and production manager there. Latter job assigned to **MAURY MURRAY**.

EVELYN SIBLEY LAMPMAN, author of children's literature, to KEX Portland, Ore., as advisor-consultant for station's educational activities.

MAURICE C. DREICER, head of Maurice C. Dreicer Gourmet Consulting Service, appointed travel editor for WMAN Marinette, Wis., KXGI Fort Madison, Iowa and WBEV Beaver Dam, Wis.

Mr. Dreicer

BOB CONLEY, WHIL Medford, Mass., to announcing staff, WAJR Morgantown, W. Va.

JOE GILMORE to WHBC Canton, Ohio, as promotion director replacing **MARIAN ZWALLEN**. **DONNA NEEL** added to staff as assistant continuity editor.

STAFFORD CLARK, log editor ABC Hollywood, promoted to junior publicist.

BILL HAYES, singer-m.c. on NBC-TV *Your Show of Shows*, assigned role in Warner Bros. feature film, "Back to Broadway."

BOB FLOURNOY, news director, KOTV (TV) Tulsa, Okla., to announcing staff, KVOO that city.

BOB CLAMPETT, creator-producer of KTLA (TV) Hollywood *Time for Beany*, cited for "best fantasy on television" by Science Fantasy Society, San Diego.

W. T. McCLARIN, promotion and merchandising manager, KVOO Tulsa, elected president of city's Optimist Club.

FREEMAN LUSK, moderator on KLAC-TV Hollywood *Freedom Forum*, assigned role in Paramount Pictures feature film, "The Stars Are Singing."

JERRY ROSS, ABC Western Division publicity director, on military leave as captain in USAF, promoted to rank of major.

WARREN EARL, head of commercial art department, Montebello Senior High School, Montebello, Calif., to KLAC-TV Hollywood as member of research-promotion department.

MARY FRANCES MORGAN, freelance writer and author of novel, *Teacher Lady*, to WDSU New Orleans for daily show, *Hightime for Ladies*.

CHARLES BULOTTI, director of program department, KLAC-TV Hollywood, to KTTV (TV) that city as director of production. **BERTE HACKETT**, manager KTTV program operations, promoted to director of facilities. **BOBBE VALENTINE**, promotion department, named publicity manager for station. **GEORGE T. RUBY**, Academy of Motion Picture Arts & Sciences, to station as controller. He succeeds **MILTON DAY**, who returns to Times-Mirror Co.

CHARLEY CANTOR, radio-TV actor, assigned role in Warner Bros. feature film, "Stop, You're Killing Me."

RUTH BEAN, star of *Stop, Look and Cook*, WATV (TV) Newark, appointed assistant professor of home economics at Fairleigh-Dickinson College, Rutherford, N. J.

BOB HAYWARD, program director, KTTV (TV) Hollywood, and **DUDE MARTIN**, star of station's *Dude Martin Show*, have collaborated on song, "How Many Tears Make An Ocean," now being recorded.

RITA ZENZEN, advertising director, Boeing Airplane Co., Wichita, Kan., to KXYZ Houston, as promotion manager.

JACK BUNDY, former general manager of WMAW Milwaukee, to WFOX same city, as star on daily hour-long musical show, *Heinie and His Band*.

BEVERLY CARNAHAN, program-traffic manager, KFI Los Angeles, to KBIG Avalon, Calif., in similar capacity. She succeeds **PHYLLIS NUNGESTER** who resigned to move to Portland.

DON WILSON, Hollywood radio-TV announcer, assigned role in Paramount Pictures feature film, "The Stars Are Singing."

PATRICIA SCHERTZINGER, assistant photo editor, ABC Hollywood, promoted to publicist.

BARBARA KIMBRELL, press information department, CBS Hollywood, doubles for Katherine Hepburn in tennis tournament shots in M-G-M feature film, "Pat and Mike."

CLAIRE HIMMEL, director of research, WNEW New York, and Jacques Rene Horn will be married in August.

News . . .

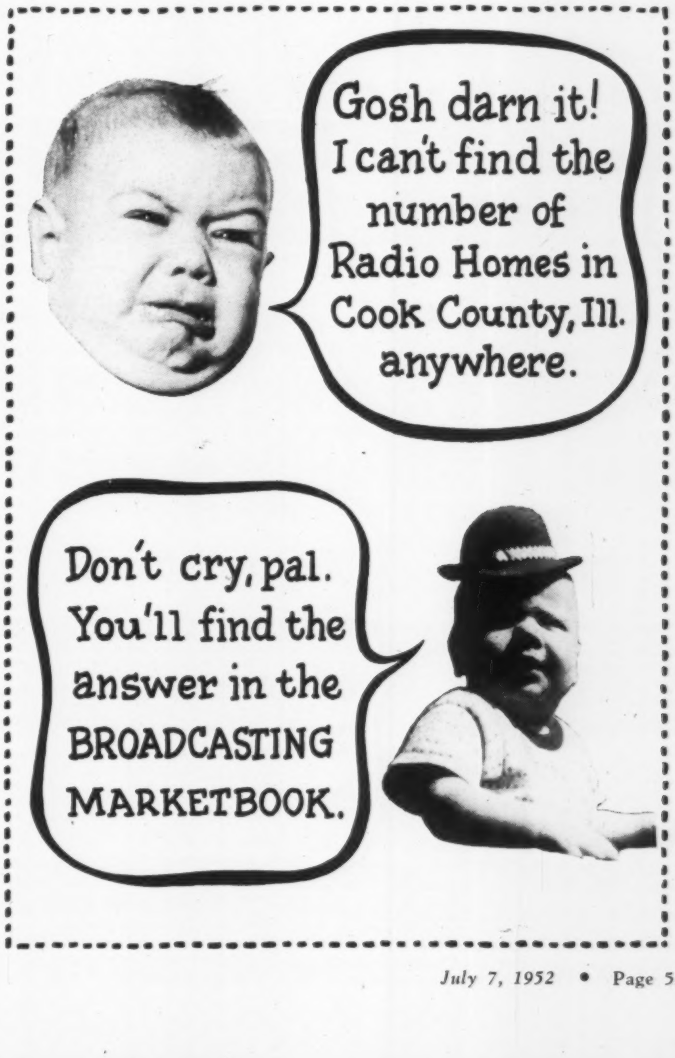
ED KAUFMAN to news staff, WHBC, Canton, Ohio.

JACK GARDNER, announcer, KFI Los Angeles, to KHJ-TV Hollywood as newscaster on *Alka-Seltzer Newspaper of the Air*.

EDMUND MacDONALD, professor at U. of British Columbia, to CKNW Vancouver for summer as news supervisor.

CHARLES ARLINGTON, newscaster, KHJ Hollywood, and **ELIZABETH ROOT**, radio actress, will be married July 10.

PAT BISHOP, newscaster, KFI Los Angeles, father of boy, Bruce Foster, June 14.


Gosh darn it! I can't find the number of Radio Homes in Cook County, Ill. anywhere.
Don't cry, pal. You'll find the answer in the BROADCASTING MARKETBOOK.

Television Applications Filed at FCC

(Continued from page 49)

204 mc); ERP 57.5 kw visual, 28.8 kw aural; antenna height above average terrain 503 ft., above ground 527 ft. Estimated construction cost $200,500, first year operating cost $240,000, revenue $260,000. Post Office address: Phillips Avenue at 8th Street, Sioux Falls. Studio location: Phillips Avenue at 8th Street. Transmitter location: 7 miles SE of Sioux Falls. Geographic coordinates: 43° 29′ 16″ N. Lat., 96° 38′ 02″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Joseph L. Floyd** (33⅓%), Vice President **N. L. Bentson** (33⅓%) and Secretary-Treasurer **Edmond R. Ruben** (33⅓%).

CHATTANOOGA, Tenn. — WDEF Bcstg. Co. (WDEF-AM-FM) VHF Ch. 12 (204-210 mc); ERP 120.2 kw visual, 60.1 kw aural; antenna height above average terrain 994 ft., above ground 378.5 ft. Estimated construction cost $298,350 first year operating cost $238,650 revenue $304,100. Post Office address 419 Volunteer State Life Bldg., Chattanooga 2, Tenn. Studio location 419 Volunteer State Life Bldg. Transmitter location 6.3 miles N. of official center of Chattanooga on Hampton Rd. Geographic coordinates 38° 08′ 05″ N. Lat., 85° 19′ 25″ W. Long. Transmitter RCA antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Russell P. May, Washington. Principals include President **Carter M. Parham** (37.038%), now a director and president of WDEF Bcstg. Co., Vice President **John P. Gaither** (7.408%), Secretary-Treasurer **Edward Finlay Jr.** (4.445%).

MEMPHIS, Tenn. — WMPS Inc. (WMPS), VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,026 ft., above ground 1,074 ft. Estimated construction cost $716,025, first year operating cost $508,230, revenue $550,000. Post Office address: 112 Union Avenue, Memphis. Studio location: Main & Union Sts., Memphis. Transmitter location: Dexter & Appling Rd., N. of Shelby Co. Penal Farm. Geographic coordinates: 35° 10′ 12″ N. Lat., 89° 49′ 00″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Chairman of Executive Committee **Abe Plough** (President of Plough Inc.) (100%), President - General Manager **H. R. Krelstein,** Secretary-Treasurer **Charles A. Harrelson** and Vice President-Station Director **W. B. Rudner.**

BEAUMONT, Tex. — Enterprise Co. (KRIC-AM-FM), VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 500 ft., above ground 531 ft. Estimated construction cost $305,575 first year operating cost $150,000 revenue $125,000. Post Office address 380 Walnut St., Beaumont, Tex. Studio and transmitter location 3060 Blanchette, Beaumont. Geographic coordinates 30° 03′ 52.02″ N. Lat., 94° 07′ 11.76″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Gillett & Bergquist, Washington. Principals include President **O. E. Davis** Vice-President-Treasurer **E. C. Davis** (8.14%), Secretary **Eva H. DuJay** (11.54%), **Mrs. Florrie J. Paggi** (5.70%), First National Bank of Beaumont, Tex., independent executor & trustee of the estate of **Mrs. J. L. Mapes,** deceased (63.82%).

†**CORPUS CHRISTI, Tex.—Gulf Coast Bcstg. Co. (KRIS)** VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 411 ft., above ground 442 ft. Estimated construction cost $254,092 first year operating cost $125,000 revenue $100,000. Post Office address P. O. Box 840, Corpus Christi, Texas. Studio and transmitter location Driscoll Hotel. Geographic coordinates 27° 47′ 48″ N. Lat., 97° 23′ 48″ W. Long. Transmitter RCA antenna RCA. Legal counsel A. M. Herman, Fort Worth. Consulting engineer George C. Davis, Washington. Principal owner is **T. Frank Smith** (99%).

† **FORT WORTH, Tex. — Tarrant Television Co.,** UHF Ch. 20 (506-512 mc); ERP 272 kw visual, 159 kw aural; antenna height above average terrain 315.7 ft., above ground 394 ft. Estimated construction cost $402,500, first year operating cost $351,000, revenue $360,000. Post Office address: 1101 W. 7th St., Ft. Worth. Studio and transmitter location: Fair Bldg., W. 7th St. & Throckmorton, Ft. Worth. Geographic coordinates: 32° 45′ 10″ N. Lat., 97° 19′ 48″ W. Long. Transmitter GE, antenna RCA. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include General partners **K. K. Kellam** (30%), partner (11½% owner, 16½% of profits), Texas Motors (Ford distributor), Ft. Worth; **A. H. Lightfoot** (40%), 40% of Texas Motors, 40% of Southern Acceptance Corp. (automobile financing), Ft. Worth, and 40% of Blue Tag Car Co. (automobile business), Ft. Worth, and **Basil S. Roper** (30%), 11½% of Texas Motors.

GALVESTON, Tex.—Gulf Television Co. VHF Ch. 11 (198-204 mc); ERP 58.5 kw visual, 29.3 kw aural; antenna height above average terrain 547 ft., above ground 580 ft. Estimated construction cost $339,523 first year operating cost $315,000 revenue $270,000. Post Office address 801 Union Station Bldg., Galveston, Tex. Studio location to be determined. Transmitter location approx. 2 mi. W of Lamarque, Tex. Geographic coordinates 29° 22′ 10.4″ N. Lat., 94° 59′ 37.4″ W. Long. Transmitter GE, antenna Federal. Legal counsel Arthur W. Scharfeld, Washington Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include General Partners **Paul E. Taft** (55%), assistant to president & 3.55% of Duncan Coffee Co., assistant manager & 12.25%, Commodity Transport Co., both Houston; **Francis Kirk Johnson** (15%), individual oil producer, vice president and 16⅔% of Texota Oil Corp, chairman of board and 7% (also 43% as trustee), Ute Royalty Corp., president, sole owner, Ambassador Oil Co. (inactive), president, 55% Leck Royalty & Oil Co., vice president, 50% Gibson & Johnson Inc. (inactive), all Fort Worth; chairman of board Lazy T M W Ranch, Pierre, S. D., chairman of board, 28% Central Airlines Inc., Fort Worth; James M. Stewart (15%), actor, oil and property investor, lessee of Franklin Ranch, Blanco, Tex., less than 25% Central Airlines; president, 98% Stewartair (airplane charterers), Beverly Hills, Calif., president, 100% Olympic Investment Co. Inc. (real estate), Beverly Hills; **Ballinger Mills** (15%), partner, Wigley McLeod, Mills & Shirley (attorneys), secretary, 27% Galveston Baseball Club Inc., less than 25% interest in following: Gulf, Colorado & Santa Fe Rwy. Co., Gulf & Interstate Rwy Co., Union Passenger Depot Co. of Galveston, Gulf. Colorado & Santa Fe Hospital Assn., Texas Bus Lines, Galveston Transit Co., The Galveston Corp., Cotton Concentration Co., Bay Cotton & Bagging Co., Gulf Transfer Co., United States National Bank of Galveston, The Sealy & Smith Foundation for the John Sealy Hospital. All firms are in Galveston.

† **GALVESTON, Tex.—Mirador Television-Radio Corp.,** VHF Ch. 11 (198-204 mc); ERP 226 kw visual, 113 kw aural; antenna height above average terrain 500 ft., above ground 535 ft. Estimated construction cost $616,817, first year operating cost $411,527, revenue $309,136. Post Office address: U. S. National Bank Bldg., Galveston, Tex. Studio location: Highway 75, between 71st & 72nd Sts., Galveston Island. Transmitter location: 0.75 mi. NW of Hitchcock. Geographic coordinates: 29° 21′ 30″ N. Lat., 95° 01′ 35″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Principals include **R. Lee Kempner,** president (25%); **S. E. Kempner** (25%); **D. W. Kempner,** vice president (25%), and **A. H. Blackshear Jr.,** secretary. (Kempners have cotton and banking interests.)

LUBBOCK, Tex.—Bryant Radio & TV, Inc. (KCBD), VHF Ch. 11 (198-204 mc); ERP 93.1 kw visual, 46.6 kw aural; antenna height above average terrain 751 ft., above ground 786 ft. Estimated construction cost $342,100 first year operating cost $312,000 revenue $350,000. Post Office address 1803 Broadway, Lubbock. Studio location On U. S. 87 btw. 50th & 66th Sts. Transmitter location same. Geographic coordinates 33° 32′ 28″ N. Lat., 101° 50′ 15″ W. Long. Transmitter RCA antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Joe H. Bryant,** Vice President. **George Tarter** and Secretary-Treasurer **Robert L. Snyder.**

† **LUBBOCK, Tex. — Plains Radio Bcstg. Co. (KFYO),** VHF Ch. 5 (76-82 mc); ERP 8.55 kw visual, 4.28 kw aural; antenna height above average terrain 750 ft., above ground 750 ft. Estimated construction cost $700,000, first year operating cost $330,000, revenue $350,000. Post Office address: 914 Avenue J, Lubbock, Texas. Studio and transmitter location: South College Avenue at 74th Street, Lubbock. Geographic coordinates: 33° 31′ 29″ N. Lat., 101° 52′ 21″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **B. E. Walker,** Secretary-Treasurer **Tom Kritser,** Vice President **Parker F. Prouty,** Globe News Publishing Co. (stockholder 81%), Globe News Employees Pool (stock 19%).

ODESSA, Tex. — Odessa Television Co. VHF Ch. 7 (174-180 mc); ERP 22.9 kw visual, 11.45 kw aural; antenna height above average terrain 285½ ft., above gound 358 ft. Estimated construction cost $205,200 first year operating cost $159,140 revenue $180,000. Post Office address Mercantile Securities Bldg., Dallas Tex. Studio and transmitter location Lincoln Hotel, Lincoln Ave. & 4th St. Geographic coordinates 31° 50′ 43″ N. Lat., 102° 22′ 20″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Ross K. Prescott, Dallas, Texas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner is **Cecil Mills,** owner of leasehold rights and producing oil properties in Texas, Oklahoma, California and Montana.

SAN ANTONIO, Tex.—Alamo Television Co. UHF Ch. 35 (596-602 mc); ERP 234 kw visual, 123 kw aural; antenna height above average terrain 425 ft., above ground 491 ft. Estimated construction cost $434,500, first year operating cost $381,000, revenue $240,000. Post Office address Kirby Bldg., Dallas, Tex. Studio and transmitter location 513 N. San Saba, San Antonio, Tex. Geographic coordinates 29° 25′ 50″ N. Lat., 98° 29′ 57″ W. Long. Transmitter GE, antenna GE. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include **W. W. Lechner,** sole owner, 100% owner W. W. Lechner Inc. (Oil, gas exploration, production), Dallas, 50% owner Hamack Oil Co. (oil, gas exploration, production), Dallas, sole owner farm and ranch properties. Kaufman Co., Tex. Applicant also filing for

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STRIKE AVERTED

ABC, NBC Sign News Pacts

THREATENED strike of ABC and NBC Chicago Newswriters last Monday was averted as contracts were ready for signing with the National Assn. of Broadcast Engineers & Technicians (NABET-CIO). The union won its demands for a two-year escalator clause providing for a minimum of $105 weekly as a starting wage, which would be raised to $120 at the end of one year and to a maximum of $135 at the end of two.

Salaries previously ranged from $95 weekly to a top of $500 monthly over a five-year period. Union was represented by George Smith of ABC, president, and George Maher, executive secretary of NABET, while management representatives were John H. Norton Jr., ABC, and Harry Kopf, NBC, both Central Div. vice presidents. Terms are retroactive to early April.

An unusual feature of the contract is a maternity clause, covering benefits during confinement. The local has one woman member.

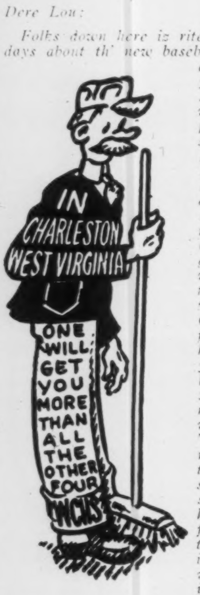
The local contract is part of the master contract with both networks which expires Jan. 31, 1954. It provides for a wage re-opener in January 1953.

Mr. Lou J. Boyce
Time Buyin' Boss
Fuller & Smith & Ross
Cleaveland, Ohio.

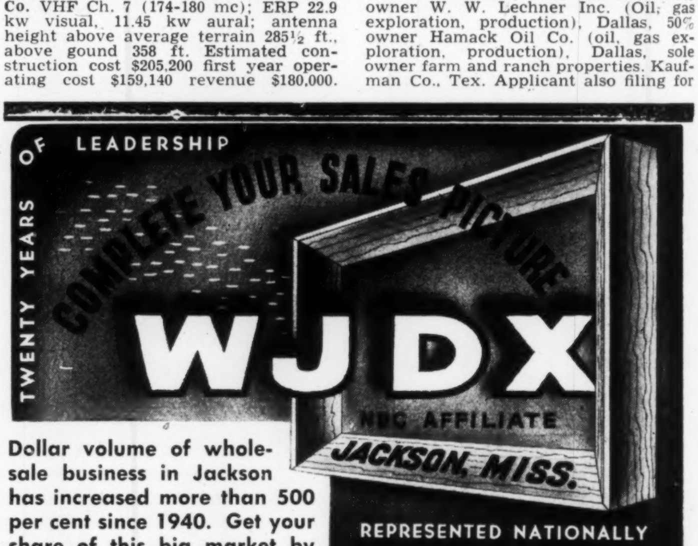
Dere Lou:

Folks down here iz rite excited these days about th' new baseball club we're a'gittin'. Kin you imagene AAA ball here with Chas. playin' alongside Milwakey, Indinapolus, Louiseville, K.C., and thim other clubs. H'it jist goes to show that Chas. iz really growin' up when we kin take place with thim fellers. Of course, you fellers haz knowed for yeres thet WCHS with 5,000 at 580 makes a big hit with sponsors 'cause we hev more lisseners thin any other stashun in th' state. Chas. haz bin bigtime fer yeres and this ball club iz just anuther way of showin' it.

Yrs.,
Algy.


IN CHARLESTON WEST VIRGINIA
ONE WILL GET YOU MORE THAN ALL THE OTHER FOUR
WCHS

WCHS
Charleston, W. Va.



Dollar volume of wholesale business in Jackson has increased more than 500 per cent since 1940. Get your share of this big market by using popular WJDX.

REPRESENTED NATIONALLY
by the
GEORGE P. HOLLINGBERY CO.

VHF channel in Ft. Worth, Tex., as Lechner Television Co.

SAN ANTONIO, Tex.—Mission Bcstg. Co. (KONO-AM-FM), VHF Ch. 12 (204-210 mc); ERP 226 kw visual, 113 kw aural; antenna height above average terrain 479 ft., above ground 574 ft. Estimated construction cost $443,100 first year operating cost $420,000 revenue $500,000. Post Office address 317 Arden Grove, San Antonio. Studio and transmitter location: 317 Arden Grove, San Antonio. Geographic coordinates 29° 26′ 20″ N. Lat., 98° 29′ 3″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer George W. Ing, San Antonio. Principals include President **Eugene J. Roth** (94%), Vice President **Jack L. Pink** (2%), Secretary **Bob A. Roth** (2%), Treasurer **Jack Roth** (2%).

† SHERMAN, Tex.—Sherman Television Co. UHF Ch. 46 (662-668 mc); ERP 20.6 kw visual, 12.3 kw aural; antenna height above average terrain 315 ft., above ground 338 ft. Estimated construction cost $203,500 first year operating cost $162,260 revenue $180,000. Post Office address: Sherman Television Co., Sherman, Tex. Studio and transmitter location: E. Mulberry St. & N. Walnut Street. Geographic coordinates 33° 38′ 23.7″ N. Lat., 96° 36′ 10.6″ W. Long. Transmitter GE, antenna GE. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include Partners **John A. Prather** (31¼%), **Hugh E. Prather** (12½%), **Hugh E. Prather Jr.** (12½%), **S. Foster Yancey** (25%), **Robert S. Burgher** (6¼%), and **William R. Moore** (12½%).

VICTORIA, Tex. — KNAL Television Co. (KNAL), UHF Ch. 19 (500-506 mc); ERP 20 kw visual, 10 kw aural; antenna height above average terrain 333 ft., above ground 350 ft. Estimated construction cost $204,000 first year operating cost $150,200 revenue $180,000. Post Office address: Victoria Bank & Trust Bldg., Victoria, Tex. Studio and transmitter location: 2402-04 Port Lavaca Drive. Geographic coordinates 28° 47′ 00″ N. Lat., 96° 58′ 16″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner is **Albert B. Alkek,** 51% owner of KNAL and owner of majority interest in Sinclair-Alkek Oil Co.

† WACO, Tex. — Waco Television Corp. VHF Ch. 11 (198-204 mc); ERP 53.4 kw visual, 26.7 kw aural; antenna height above average terrain 577 ft., above ground 577 ft. Estimated construction cost $299,207, first year operating cost $184,800, revenue $203,000. Post Office address: 3620 Franklin Avenue, c/o Westview Station. Studio location: 3620 Franklin Ave. Transmitter location: Same. Geographic coordinates 31° 31′ 46″ N. Lat., 97° 09′ 34″ W. Long. Transmitter GE, antenna GE. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **J. H. Kultgen** (30%), auto dealer; Secretary-Treasurer **R. Lee Glasgow** (30%), President and 51% owner Southwest Adv.; Texas State Network (40%); Vice President **Gene L. Cagle,** President-General Manager and 34% owner of Texas State Network; Director **Sid W. Richardson,** 62% owner of Texas State Network. Texas State Network owns KFJZ Fort Worth, KABC San Antonio and WACO Waco. It also is TV applicant at Fort Worth and part owner of Bexar County Television Corp., San Antonio.

WICHITA FALLS, Tex. — White TV Co. UHF Ch. 22 (518-524 mc), ERP 18.63 kw visual, 9.31 kw aural; antenna height above average terrain 482 ft., above ground 485 ft. Estimated construction cost $275,000, first year operating cost $100,000, revenue $100,000. Post Office address: 1507 Lamar, Wichita Falls. Studio and transmitter location: ½ mi. west of city limits on Seymour Rd. Geographic coordinates 33° 53′ 51″ N. Lat., 98° 32′ 44″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer W. D. Buford, Lawton, Okla. Principals include **W. Erle White,** Pres. & 16% owner White's Auto Stores, Inc., Wichita Falls, Tex.

NORFOLK, Va. — Cavalier Bcstg. Corp. (WCAV-AM-FM), VHF Ch. 10 (192-198 mc); ERP 65.8 kw visual, 32.9 kw aural; antenna height above average terrain 231 ft., above ground 253 ft. Estimated construction cost $354,990 first year operating cost $360,000 revenue $420,000. Post Office address: Helena Bldg., Granby & Plume Sts., Norfolk, Va. Studio location: Helena Blvd., Granby & Plume Sts., Norfolk. Transmitter location: Broadway & Holly Ave. (Western Branch District), Norfolk. Geographic coordinates 36° 51′ 39″ N. Lat., 76° 21′ 13″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President-Treasurer **Joseph Light** (100%), Vice President **Pauline Light,** Secretary **Morris D. Schwartz.**

BELLINGHAM, Wash. — KVOS Inc. (KVOS), VHF Ch. 12 (204-210 mc); ERP 20 kw visual, 10 kw aural; antenna height above average terrain 550 ft., above ground 305 ft. Estimated construction cost $82,500, first year operating cost $140,000, revenue $150,000. Post Office address: 1321 Commercial Street, Bellingham, Wash. Studio and transmitter location: 2074 Yew Road. Transmitter location: Same. Geographic coordinates: 48° 43′ 09″ N. Lat., 122° 26′ 43″ W. Long. Transmitter composite, antenna composite. Legal counsel Haley & Doty, Washington. Engineer Ernest E. Harper, KVOS Chief Engineer. Principals include President **Rogan Jones** (90%) and Vice President **James W. Wallace Jr.** (10%).

† SEATTLE, Wash. — Queen City Bcstg. Co. (KIRO-AM-FM), VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 825.5 ft., above ground 598 ft. Estimated construction cost $534,354, first year operating cost $560,000, revenue $535,000. Post Office address: 1530 Queen Anne Ave., Seattle 9. Studio and transmitter location: 1530 Queen Anne Ave., Seattle. Geographic coordinates 47° 38′ 01″ N. Lat., 122° 21′ 20″ W. Long. Transmitter GE, antenna GE. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer J. B. Hatfield, Seattle. Principals include President **Saul Haas** (62.5%), Vice President-Secretary-Treasurer **Harold N. Graves** (0.6%), Vice President **William F. Tucker, Nancy Louise Thompson,** executrix estate of Louis K. Lear (12.3%)

HUNTINGTON, W. Va. — Ashland Bcstg. Co. Inc. (WCMI), VHF Ch. 13 (210-216 mc); ERP 233 kw visual, 116.5 kw aural; antenna height above average terrain 749 ft., above ground 574 ft. Estimated construction cost $368,461, first year operating cost $240,000, revenue not estimated. Post Office address: WCMI Bldg., Radio Center, 625 Fourth Avenue, Box 1618, Huntington, W. Va. Studio location: 625 Fourth Avenue. Transmitter location: 8th Street Road, Route #3, Cabell County, W. Va. Geographic coordinates 38° 22′ 11″ N. Lat., 82° 25′ 41″ W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum, Washington. Principals include President **Gilmore N. Nunn** (50%), Vice President **J. Lindsay Nunn** (50%), Secretary-Treasurer **G. D. Bowie.**

HUNTINGTON, W. Va.—Huntington Bcstg. Co. (WPLH-AM-FM), VHF Ch. 13 (210-216 mc); ERP 62 kw visual, 31 kw aural; antenna height above average terrain 568 ft., above ground 316 ft. Estimated construction cost $222,500, first year operating cost $275,000, revenue $325,000. Post Office address: 1105 Fourth Avenue, Huntington, W. Va. Studio location: 9th Street & 4th Avenue. Transmitter location: 1050 McCoy Road, Huntington, W. Va. Geographic coordinates 38° 23′ 52″ N. Lat., 82° 26′ 06″ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **E. A. Marshall** (20%), Vice President **J. M. Huddleston** (20%), Treasurer **Paul B. Bailey** (20%), Secretary and General Manager **Flem J. Evans** (20%), Director **Edwin G. Polan** (20%).

WHEELING, W. Va. — Steubenville, Ohio—Storer Bcstg. Co. (WWVA-AM-FM), VHF Ch. 9 (186-192 mc); ERP 282 kw visual, 141.3 kw aural; antenna height above average terrain 1,041 ft., above ground 874 ft. Estimated construction cost $1,232,312, first year operating cost $525,000, revenue $360,000. Post Office address: 199 Pierce St., Birmingham, Mich. Studio location: 1025 Main St., Wheeling. Transmitter location: ½ mi. S. of Beham, Pa. Geographic coordinates: 40° 00′ 47″ N. Lat., 80° 30′ 31″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. (For principals, see WGBS Miami, Fla.)

MADISON, Wis.—Television of Wisconsin Inc., VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 712 ft., above ground 700 ft. Estimated construction cost $480,242, first year operating cost $240,000, revenue $240,000.

(Continued on page 62)

NBC-BARNARD INSTITUTE
Gets Underway in N. Y.

STUDENTS from 12 states, Nova Scotia, Cuba and South America were enrolled in the second annual Summer Institute of Radio and Television presented jointly by NBC and Barnard College, New York, June 30-Aug. 8 in that city.

NBC executives and staff members conduct four courses as follows: Doris Corwith, NBC supervisor of public affairs, is in charge of a general introductory course; Patrick Kelly, network supervisor of announcers, lectures on announcing; Ross Donaldson, supervisor of literary rights, offers a course on writing, and William C. Hodapp, executive director of Teleprograms Inc., lectures on production.

Jane Todd Wins Contest

JANE TODD of KCBS San Francisco last week was designated winner of the Woman Commentator Contest conducted by *Wendy Warren and the News* on CBS Radio. For a dramatic human interest story, Miss Todd received a trip to New York. Runners-up, who will receive wrist watches, are Josephine Brooker, KFBB Great Falls; Frances Jarman, WDNC Durham; Anne Schofield, KDSH Boise, and Drue Smith, WDOD Chattanooga.

milestones . . .

► NBC radio comedy-quiz program, *Double or Nothing,* last week celebrated its fifth anniversary with its current sponsor, Campbell Soup Co. Program began Sept. 29, 1940, started with Campbell on June 30, 1947 on another network, and became an NBC radio feature beginning May 31, 1948. Agency for Campbell is Ward Wheelock Co., Philadelphia.

► Sally Work, women's director, WBEN Buffalo, received quite a surprise at the annual banquet of the Advertising Women of Buffalo. It so happened that the banquet took place on Miss Work's 25th anniversary in radio and a special program planned for her was kept a secret. Miss Work was showered with congratulatory telegrams. The New York Women's Council presented her with a framed service plaque and a sterling silver letter opener. The Buffalo ad women offered a set of jeweled earrings. Banquet was held at Buffalo's Park Lane Hotel.

► Bill Henry, radio reporter-columnist, began his fifth year as a Mutual newsman with his broadcast last Tuesday of *Bill Henry and the News* (Mon.-Fri., 9-9:05 p.m., EDT). He pioneered five-minute news digests.

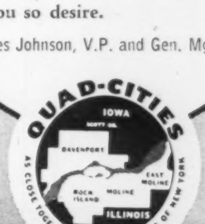
72nd in RETAIL SALES

among Sales Management's
162 Metropolitan Areas

●

STEADILY increasing is the standing of the Quad-Cities among the 162 standard metropolitan areas. Now in 72nd place for retail sales volume, the Quad-Cities continue to grow. And growing with the community for over 25 years, WHBF is a powerful influence in the homes of over 240,000 Quad-Citians—quality who buy quality goods—yours included, if you so desire.

Les Johnson, V.P. and Gen. Mgr.



Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc

KXO EL CENTRO CALIF.

CAN! and DOES!

Call PAUL H. RAYMER CO., National Representatives

NATIONAL ADVERTISERS

Newspapers Gain 2.9% in 1951

NATIONAL advertisers during 1951 spent $513,486,000 for newspaper advertising, a gain of 2.9% over the 1950 total of $499,019,000 according to the Bureau of Advertising, American Newspaper Publishers Assn.

Figures cover all advertising which is classified as national that was run during the year in 1,013 weekday and 371 Sunday papers. They represent 93.1% of daily circulation and 96.1% of Sunday circulation of papers in all U. S. cities and towns with population of 10,000 and over. Advertising in newspaper supplements such as *American Weekly, This Week, Parade*, etc., is included in the total, but cooperative advertising placed through dealers is not.

Bureau's book of advertisers spending $25,000 or more for newspaper space last year shows an increase both in number—from 1,242 in 1950 to 1,292 in 1951—and in number of products advertised—from 3,003 to 3,136—as well as in the total dollar volume.

Analysis of national advertising in newspapers shows quite a different distribution than that of radio or television. Automotive advertising in newspapers outranked food advertising, which is the leading advertising category on radio and TV networks, where automotive last year ranked ninth and fourth, respectively. Advertising of hard liquor, absent from broadcast media, accounted for $34 million worth of newspaper space at the national level, alone. Tobacco advertising, ranking fourth among radio network advertising groups last year and second among TV network advertising classes, did not even make the first 10 classes of newspaper users.

This disparity between newspaper and broadcast advertising is emphasized by the accompanying table, which lists the top 100 national newspaper clients of last year and their expenditures for newspaper space in both 1951 and 1950, with network radio and TV time purchases of these newspaper elite listed alongside. Table shows:

- ● Half of 1951's top newspaper advertisers—50—used no radio network time during the year.
- ● Nearly half of this group—43—used no TV network time in 1951.
- ● When both years, 1950 and 1951, are considered, those figures change only slightly, with 43 of last year's top 100 newspaper advertisers not using network radio and 40 not using network TV in either 1950 or 1951.
- ● Of the top hundred in 1951, 69 spent more money with newspapers than they had in 1950; 31 spent less. Of the 57 of the group using network radio either year, 22 (38.6%) increased their use of this medium in 1951; 35 (61.4%) decreased it. Of the 60 using the TV networks either year, 57 (75%) increased their expenditures for this medium in 1951; 3 (5%) decreased them.

*** COMPARATIVE NEWSPAPER-RADIO-TV EXPENDITURES OF 1951'S TOP HUNDRED NEWSPAPER ADVERTISERS**

	Expenditures in Newspapers			Expenditures in Network Radio			Expenditures in Network TV		
Advertiser	1950	1951	% change	1950	1951	% change	1950	1951	% change
General Motors Corp.	27,594,071	23,794,340	— 13.8	660,888	698,726	+ 5.7	1,063,324	1,772,490	+ 66.7
Procter & Gamble	9,800,614	14,179,190	+ 44.7	18,357,909	18,157,693	— 1.1	570,295	7,579,587	+1246.6
Chrysler Corp.	13,703,451	13,519,000	— 1.3	904,908	880,861	— 2.7	495,532	1,263,636	+ 155.0
Lever Bros. Co.	9,625,279	11,537,206	+ 19.9	6,826,149	6,615,646	— 3.1	650,765	2,788,711	+ 328.4
Colgate-Palmolive-Peet Co.	9,298,024	10,842,173	+ 16.6	3,925,758	4,736,688	+ 20.7	847,674	4,489,841	+ 429.5
Ford Motor Co.	13,586,716	10,729,755	— 21.0	712,742		—100.0	2,037,057	3,023,703	+ 53.3
Distillers Corp. Seagrams Ltd.	7,195,437	8,172,150	+ 13.6				52,845	43,680	— 17.4
General Foods Corp.	6,415,618	7,875,290	+ 22.8	7,506,216	6,869,503	— 8.5	1,128,606	5,730,773	+ 407.6
Schenley Industries	5,967,184	6,598,623	+ 10.6	596,934	840,749	+ 40.8	249,954	768,042	+ 207.2
National Distillers Prod. Corp.	4,103,204	6,290,430	+ 53.3						
General Electric Co.	4,202,942	6,074,245	+ 44.5	39,650	248,462	+526.6	694,933	2,163,996	+ 211.4
Standard Brands	4,527,375	4,771,917	+ 5.4				29,170	531,830	+1733.3
R. J. Reynolds Tobacco Co.	5,368,930	3,732,634	— 30.5	3,872,050	3,193,134	— 17.5	1,642,425	4,988,665	+ 204.0
General Mills	3,376,986	3,330,452	+ 1.4	7,820,752	6,490,270	— 17.0	520,853	1,884,485	+ 261.7
Philco Corp.	2,373,382	3,318,021	+ 39.8	1,618,266	1,619,978	+ 0.1	1,011,428	1,772,909	+ 75.4
National Dairy Prod. Corp.	3,021,091	3,242,574	+ 7.3	1,487,732	1,669,184	+ 12.2	1,356,652	2,116,023	+ 56.0
American Tobacco Co.	2,088,336	2,927,950	+ 40.2	4,091,789	3,302,906	— 19.3	951,715	2,975,957	+ 212.6
American Home Products Corp.	2,865,296	2,816,212	— 1.7	5,150,884	5,699,191	+ 10.6	82,570	535,375	+ 548.2
Philip Morris & Co.	3,571,013	2,807,278	— 21.4	4,629,105	4,465,272	— 3.6	537,328	1,614,180	+ 200.5
Radio Corp. of America	3,168,624	2,796,753	— 11.7	906,155	2,260,414	+149.4	912,152	1,064,780	+ 16.7
Publicker Ind.	2,370,627	2,608,526	+ 10.0						
Quaker Oats Co.	3,529,399	2,551,412	— 27.7	2,537,949	1,169,005	— 53.4	350,183	2,122,585	+ 477.8
Hudson Motor Car Co.	2,351,204	2,521,543	+ 7.2				153,465	163,177	+ 6.3
Packard Motor Car Co.	1,428,025	2,424,616	+ 69.8		13,485		280,851	302,672	+ 7.8
Studebaker Corp.	2,660,131	2,423,476	— 8.9	70.940		—100.0			
Doubleday & Co.	2,324,841	2,411,757	+ 3.7	261,685	36,173	— 86.1	145,083		— 100.0
Sterling Drug	1,994,246	2,386,191	+ 19.7	7,591,040	6,908,141	— 9.0	78,390	574,035	+ 632.2
Armour & Co.	2,141,452	2,222,473	+ 3.8	904,417	1,697,085	+ 87.7	151,005	403,290	+ 167.1
Admiral Corp.	2,724,631	2,143,960	— 21.3	34,347	127,157	+272.9	759,533	1,322,504	+ 74.1
Nash Kelvinator Corp.	2,210,038	1,995,095	— 9.7				563,460	1,211,902	+ 115.0
Kaiser-Frazer Corp.	1,880,012	1,988,153	+ 5.8					283,692	
Pillsbury Mills	1,509,412	1,967,648	+ 30.4	2,614,841	3,702,352	+ 41.5	98,900	465,835	+ 373.1
Borden Co.	1,598,955	1,958,392	+ 22.5	110,129		—100.0	45,240	537,600	+1089.2
Westinghouse Electric Corp.	2,407,941	1,920,632	— 20.2	152,895	14,366	— 90.5	673,920	2,083,610	+ 207.7
Swift & Co.	2,730,084	1,741,897	— 36.2	2,959,653	3,396,951	+ 14.8	56,945	512,845	+ 799.8
Best Foods Inc.	1,890,302	1,725,964	— 8.7				112,020	495,300	+ 342.2
Gillette Co.	1,225,125	1,693,226	+ 38.2	3,982,570	3,774,160	— 5.2	886,364	1,990,087	+ 124.6
Walker, Hiram, Gooderham & Worts Ltd.	1,696,159	1,681,855	— 0.8						
Liebmann Breweries	1,160,080	1,670,279	+ 44.0						
Kellogg Co.	2,149,556	1,601,717	— 25.5	438,363	1,688,979	+285.5	490,625	2,314,310	+ 372.2
William Wrigley Jr. Co.	1,243,796	1,567,667	+ 26.0	2,248,122	2,232,977	— 0.7	95,010	309,480	+ 225.8
Glenmore Distillers Co.	1,095,998	1,563,036	+ 42.6						
Johnson, S. C., & Son Inc.	1,279,149	1,556,059	+ 21.6	371,322	7,164	— 98.4	82,250	354,750	+ 342.1
Avco Mfg. Corp.	1,540,582	1,542,115	+ 0.1				270,795	1,037,599	+ 282.9
Bristol-Myers Co.	1,612,839	1,481,087	— 8.2	1,620,110	2,132,517	+ 31.6	534,875	1,098,275	+ 105.3
Park & Tilford Distillers Corp.	1,099,593	1,471,757	+ 33.8						
Coca-Cola Co.	1,777,922	1,461,567	— 17.8	1,738,042	1,442,117	— 17.0	27,908	31,285	+ 12.1
Ralston-Purina Co.	955,644	1,450,133	+ 51.7	788,734	117,753	— 85.0		686,057	
Unicorn Press	1,066,058	1,417,517	+ 33.0						
Le Blanc Corp.	2,036,026	1,395,145	— 31.5		33,808				
Walter J. Black Inc.	819,310	1,357,845	+ 65.7						
Wesson Oil & Snowdrift Sales Co.	1,308,017	1,354,863	+ 3.6		100,542				
Institute of Life Insurance	1,321,257	1,329,151	+ 0.6						
Sylvania Electric Products	256,061	1,275,654	+381.3	109,653	141,054	+ 28.6	126,570	676,125	+ 434.1
Standard Oil Co. of New Jersey	1,270,023	1,273,419	+ 0.3				236,970	420,855	+ 77.6
Socony-Vacuum Oil Co.	1,104.982	1,272,041	+ 15.1						
Union Carbide & Carbon Corp.	820,286	1,259,336	+ 53.5					133,580	
U. S. Government	885,533	1,238,418	+ 39.9	113,583	811,825	+614.6		156,465	
Greyhound Corp.	1,090,778	1,220,033	+ 11.8	6,528		—100.0			
H. J. Heinz Co.	895,415	1,189,373	+ 32.8	947,178	934,236	— 1.4			
Libby, McNeil & Libby	1,018,493	1,153,753	+ 13.3	283,449		—100.0	69,375	121,425	+ 75.4

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COMMUNITY SERVICE

Subject of Rutgers Forum

RADIO stations that serve their communities and markets well by effective programming, selling and promoting on the local level have a bright future, according to WJLK Asbury Park's general manager, Thomas B. Tighe.

Appearing on the *Rutgers U. Forum* on WNJR Newark, Mr. Tighe said radio can hold and expand local audiences by broadcasting more local news, local entertainment programs and fine music.

Mr. Tighe was questioned on the subject, "The Status of Radio" by Fred Weber, president and general manager, WFPG, Atlantic City; Arnold Snyder, director of public relations, WNJR, and Walter C. Crocco, *Passaic Herald-News*.

AWARD for "outstanding public service to its community, state and nation" was presented to WNJR Newark, N. J., by Jewish War Veterans at JWV's annual encampment June 22 at Mt. Freedom, N. J.

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TELECASTING

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in our
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year

HQ-TV INFO

Want the full facts on TV's coverage?
A market-by-market picture of set growth,
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WSM-TV	**Nashville**
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TELECASTING

JULY 7, 1952

TV BIDS PASS 500 MARK

FCC Begins Processing

TELEVISION applications continued to pour into the FCC last week as the Commission on Tuesday (July 1) officially began "processing" of the first priority cities.

By the end of the week, some 500 new and amended applications were estimated to have been filed since April 14, when the Commission issued its Sixth Report and Order lifting the TV freeze and finalizing the revised allocation plan [B•T, April 14].

By Wednesday night (key Broadcast Bureau License Division staff members have been working overtime to accommodate reporters), the 421 applications available which reported estimated construction costs disclosed that a total of more than $157 million is planned for new station building. This is a per-station average of $373,595.

Of these applicants, 413 reported they will spend a total of almost $122 million in the first year on operating costs—a per-station average expenditure of almost $295,000. A total of 394 of these applicants estimated revenue for the first year of operation in the aggregate of $124.6 million, an average of $316,200 for each station.

Five more existing stations, of the 30 which are required under the Sixth Report to change their channels to conform to the new allocation plan, have filed their requests for changes, boosting such pending applications to 22 and pushing the combined cost of changes to almost the $6 million mark. This is a per-station cost of $271,000.

The largest number of new applications hit FCC over the previous weekend, June 26-27 and June 30-July 1. On last Tuesday, the applications had piled up in the License Division awaiting initial clerical handling, which was not caught up until late Wednesday.

Commission spokesmen pointed out that the 500-odd new and amended applications should not technically be counted as the total actually on file. They explained that a majority of the approximately 535 applications on file at the issuance of Sixth Report continue in legal effect until they are either amended by the applicant or dismissed by the Commission.

FCC's spokesmen said the old unamended applications will not be dismissed until they are reached in the city-by-city processing under the temporary processing procedure [B•T, May 26]. It was estimated that roughly 300 of these continue in force, thus boosting the total of pending new station requests to around 800 as of last week.

The first noncommercial, educational television applications reached the Commission last week. These included five of 10 planned by the Regents of the U. of New York State. Others were Kansas State College, for reserved VHF Channel 8 at Manhattan, and the Lindsay Hopkins Vocational School, for reserved VHF Channel 2 at Miami. Kansas State College claims distinction as the first to file. It is licensee of the educational AM station, noncommercial KSAC Manhattan.

Three educational institutions are involved so far in applications for commercial channels. Michigan State College, East Lansing, where it operates noncommercial WKAR, filed for commercial UHF Channel 60 there, but indicated it will operate noncommercially most of the time. The school told FCC that of regular network shows it will air, only about 6% will be commercial.

The Regents of the U. of Michigan, which operates WUOM (FM), noncommercial outlet at Ann Arbor, as 26% owner of W. S. Butterfield Theatres Inc., is party to the latter's application for commercial UHF, Channel 16 at Flint. The station will be operated commercially.

Earlier, St. Louis U. was party to an application for a commercial TV outlet at St. Louis on VHF Channel 11 [B•T, June 23]. Applicant is St. Louis Telecast Inc.

The New York State Board of Regents filed for UHF noncommercial, educational channels in New York City, Albany, Buffalo, Rochester and Syracuse. Additional requests are to be filed soon for channels reserved at Utica, Binghamton, Ithaca, Poughkeepsie and Malone. The outlets proposed will cost about a quarter-million dollars each to build.

A cost breakdown of the 421 applications reporting construction costs by last week disclosed 76 proposed stations costing less than $200,000. A total of 103 will cost $200,000-299,999; 80 will cost $300,000-399,999; 54, $400,000-499,999;

(Continued on page 94)

COLOR SETS

Makers Slow to Apply With NPA

DESPITE easing of the government's ban on production of color television equipment, there appeared to be little alacrity on the part of manufacturers to apply for authority to turn out household color receivers for mass use [B•T, June 30].

This was apparent a week after the National Production Authority partially lifted its freeze on manufacture of home-type equipment, with firms required to meet a stiff set of standards for obtaining permission to use present quotas of materials.

As of last Wednesday, no standard monochrome set-makers had applied for approval, though it was conceded that applications may be slow in reaching NPA until their legal counsel has had an opportunity to study the amended order (M 90). Theatre TV is exempt from restrictions.

While no firms formally applied for such authority, at least two leading electronics companies—RCA and Philco—have requested appropriate application forms and copies of the modified directive from NPA's Electronics Div., it was learned. One other — Chromatic TV Labs. a subsidiary of Paramount Pictures Inc.—was understood to have sought clarification on behalf of proposed Lawrence tri-color tube.

Both RCA and Philco have asked the FCC for authority to conduct extensive color TV tests. The Commission previously rejected the request of Philco and other firms, and held out hope for RCA by stating it would consider this and other requests "on a case to case basis."

RCA is seeking to conduct field experiments during regular broadcast hours with its "compatible color television system and tricolor tube." Commission policy at present is to prohibit on-the-air tests during such hours.

CBS Inc., on the other hand, has stated that the NPA order would have no effect on its "present operations or our plans for the future." CBS-Columbia Inc. will continue, however, "active research efforts."

CBS Inc. also took a dim view of the possibility of making color TV "a living reality . . . in the face of resistance or lack of cooperation from the majority of the industry." This inherent conflict over the CBS and RCA color systems is pointed up anew in continuing comments from manufacturers. Typical were these from Chicago firms:

Ross D. Siragusa, President, Admiral Corp.—We believe the mechanical color system is not the solution. The electronic system is the most practical. So, until FCC approves a compatible system, the status is quo. The relaxation of the ban against color set manufacture will have little or no effect on the TV industry, because all it does is give the go ahead to something 99% of the industry is not interested in.

William J. Halligan, President, Hallicrafters Co.—[The action] won't mean a thing until an all-electronic color TV system is adopted. Hallicrafters is working on compatible sets which will be ready for showing to the FCC in a reasonable time. We're within shooting distance of a good all-electronic color set.

Ernest Alschuler, President, Sentinel Radio—[The industry will have a big problem if] the present [CBS] system wins out and the 17 million black and white sets are thrown in the ash can. [The order does not mean color TV] is just around the corner. It's at least two years off, I'd guess.

John S. Meck, President, Scott Radio Labs.—[NPA] has done the logical thing in lifting the ban. The TV industry insisted right from the start there was no justification for the ban order either from the manpower or material standpoint. You will not have a lot of color sets until there is color programming, and you won't have comprehensive color programming until there are lots of sets. No one is in an economic position to take the initiative in creating a market for either sets or programs. We must first pass through a more or less lengthy adjustment period. Adoption of RCA's all-electronic system would be to the best interest of the public.

Television Applications Filed at FCC

(Continued from page 57)

Post Office address: Suite 305, 122 West Washington Avenue. Studio location to be determined. Transmitter location: 4625 Nakoma Road, Madison. Geographic coordinates: Not available as of last Thursday. Transmitter RCA, antenna RCA. Legal counsel: Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer: A. D. Ring & Company, Washington. Principals include President-Treasurer **William E. Walker** (20%), (president and 50% owner WMAM, Marinette, president and 36% owner KXGI Ft. Madison, Iowa); Vice President **Bernhard Meyer Mautz** (10%), (president and 55.3% owner Mautz Paint & Varnish Co.); Secretary **Frank A. Jones** (20%), (president and 98% owner Jones Typewriter-Business Furniture Co., president and 98% owner Student Bank Exchange).

Late Applications

† **MOBILE, Ala.—Giddens & Rester (WKRG)**, VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 527 ft., above ground 459 ft. Estimated construction cost $294,000, first year operating cost $212,298, revenue $232,118. Post Office address: PO Box 1101, Downtown Theatre Bldg., 205 Government St., Mobile, Ala. Studio location: to be determined. Transmitter location: Cottage Hill Rd., .58 mi. W of Azaleo Rd., near Mobile. Geographic coordinates 30° 39′ 12″ N. Lat., 88° 08′ 59″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include Co-Partners **Kenneth Rabb Giddens** and **Travis J. Rester.**

MOBILE, Ala.—Pursley Bcstg. Service (WKAB), UHF Ch. 48 (674-680 mc); ERP 22.60 kw visual, 12.08 kw aural; antenna height above average terrain 255 ft., above ground 305 ft. Estimated construction cost $152,200, first year operating cost $183,500, revenue $210,000. Post Office address: Box 1306, Mobile 7, Ala. Studio location: Madison St. at Second, Mobile. Transmitter location: Same. Geographic coordinates 30° 42′ 26″ N. Lat., 88° 05′ 12″ W. Long. Transmitter GE, antenna GE. Legal counsel Haley & Doty, Washington. Consulting engineer George P. Adair, Washington. Principals include **Louise Patterson Pursley** (50%) and **Claude L. Pursley** (50%), co-partners in WKAB Mobile, 25% interest WAPO Chattanooga and 20% interest in Musicast Inc., Mobile.

FT. SMITH, Ark.—George T. Hernreich, VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 489 ft., above ground 500 ft. Estimated construction cost $348,993, first year operating cost $276,000, revenue $325,000. Post Office address: 601 Garrison Ave., Ft. Smith. Studio location: to be determined. Transmitter location: Cartwright Mtn. 2 mi. NE of Chester. Geographic coordinates 35° 22′ 00″ N. Lat., 94° 22′ 00″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer E. C. Page, Washington. Mr. Hernreich owns Jorges Jewelers, Esquire Jewelers and Jales Jewelry Co., all Ft. Smith.

† **FORT SMITH, Ark.—Southwestern Publishing Co. (KFSA-AM-FM)**, VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50.1 kw aural; antenna height above average terrain 263 ft., above ground 349 ft. Estimated construction cost $288,988, first year operating cost $244,400, revenue $260,000. Post Office address: 920 Rogers Ave., Fort Smith, Ark. Studio and Transmitter location: 920 Rogers Ave. Geographic coordinates: 35° 23′ 02″ N. Lat., 94° 25′ 22″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Donald W. Reynolds**, Southwestern Publishing Co. president, interest in WIKK Erie, Pa., KBRS Springdale, Ark., KHBG Okmulgee, Oklahoma., KAKE Wichita, Kan., KWRN Reno, Nev. (66⅔%), Secretary-Treasurer **H. K. Seymour,** Comptroller **C. W. Parkinson, Edith R. Reynolds** (33⅓%).

† **PHOENIX, Arizona — Maricopa Broadcasters, Inc. (KOOL)**, VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1268 ft., above ground 174 ft. Estimated construction cost $327,273, first year operating cost $228,000, revenue $300,000. Post Office address: Adams Hotel, Phoenix. Studio location: Adams St. & Central Avenue (Adams Hotel). Transmitter location: Salt River Mt. 7 mi. S. of Phoenix. Geographic coordinates 33° 20′ 49″ N. Lat., 112° 03′ 19″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Maurice Barnes, Washington. Consulting Engineer E. C. Page, Washington. Principals include President **Gene O. Autry** (85%), Vice President **Frank Beer** (5%), Secretary-Treasurer **Charles H. Garland** (5%), Asst. Secretary **Thomas Chauncey** (5%). (See Old Pueblo Bcstg. Co., Tucson, for other interests.)

TUCSON, Arizona—Old Pueblo Bcstg. Co. (KOPO), VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 281 ft., above ground 500 ft. Estimated construction cost $369,773, first year operating cost $300,000, revenue $221,000. Post Office address: 115 West Drachman, Tucson. Studio and transmitter location: 115 West Drachman St. Geographic coordinates 32° 14′ 22″ N. Lat., 110° 55′ 32″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Maurice Barnes, Washington. Consulting engineer E. C. Page, Washington. Principals include President **Harold C. Tovrea** (10%), owner Tovrea Realty & Insurance Co., Vice President **Tom Chauncey** (20%), owner Tom Chauncey Jewelers, Secretary-Treasurer **Charles H. Garland** (10%), general manager, secretary treasurer and 5% owner Maricopa Bcsters. Inc.; licensee of KOOL Phoenix; **Gene Autry** (48%), president and 85% owner of Maricopa Bcsters. Inc.

BAKERSFIELD, Calif. — Bakersfield Bcstg. Co. (KAFY), UHF Ch 29 (560-566 mc); ERP 20.42 kw visual, 10.21 kw aural; antenna height above average terrain 459 ft., above ground 297.75 ft. Estimated construction cost $210,083, first year operating cost $300,000, revenue $350,000. Post Office address: P.O. Box 1432, Bakersfield, Calif. Studio and transmitter location: North end of Sterling Rd. in East Bakersfield. Geographic coordinates: 35° 23′ 52″ N. Lat., 118° 55′ 54″ W. Long. Transmitter RCA,

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antenna RCA. Legal counsel John P. Hearne, Hollywood, Calif. Consulting engineer Ron Oakley, La Canada, Calif. Principals include President **George Crome** (33⅓%), Vice Presidents **Geneva Anderson** and **Rosalie C. Anderson,** executrices of the estate of Herman Anderson, deceased, (16⅔%), Secretary-Treasurer **R. F. Harlow** (33⅓%) and General Manager **Sheldon Anderson** (16⅔%).

† FRESNO, Calif. — KARM, The George Harm Station (KARM), VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 500 ft., above ground 512 ft. Estimated construction cost $398,533, first year operating cost $300,000, revenue $300,000. Post Office address: 1333 Van Ness Ave., Fresno. Studio location: to be determined. Transmitter location: 7½ mi. NW of Fresno. Geographic coordinates 36° 50' 49" N. Lat., 119° 50' 18" W. Long. Transmitter GE, antenna GE. Legal counsel Hogan & Hartson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Hattie Harm** (100%), president and 50% owner KROY Sacramento; Vice President-Secretary **Clyde F. Coombs,** vice president-secretary and 50% owner KROY; Treasurer **Gilbert H. Jertberg,** treasurer KROY.

† FRESNO, Calif. — McClatchy Bcstg. Co. (KMJ), UHF Ch. 24 (530-536 mc); ERP 105.7 kw visual, 52.85 kw aural; antenna height above average terrain 1,980.4 ft., above ground 248 ft. Estimated construction cost $626,630, first year operating cost $394,829, revenue $295,000. Post Office address: 21st and Q Sts., Sacramento. Studio location: Stanislaus and Van Ness. Transmitter location: 3 mi. SW of Auberry-Shaver Lake Rd. at Meadow Lake Junction. Geographic coordinates: 37° 04' 41" N. Lat., 119° 25' 46" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. McClatchy Newspapers own 100% of the Applicant. Principals of the McClatchy Newspapers include President Eleanor McClatchy (33⅓%), Vice President and Secretary-Treasurer Charlotte Maloney (33⅓%), Director James B. McClatchy (11.11%). The Applicant is licensee for KWG Stockton, Calif., KFBK Sacramento, KERN Bakersfield, Calif., and KOH Reno.

FRESNO, Calif.—Robert Schuler, et al. (KYNO), UHF Ch. 47 (668-674 mc); ERP 68.25 kw visual, 34.12 kw aural; antenna height above average terrain 414.1 ft., above ground 434 ft. Estimated construction cost $190,698, first year operating cost $280,000, revenue $350,000. Post Office address: Hotel Fresno, Fresno. Studio and transmitter location: Olive & Fruit Aves., Fresno. Geographic coordinates: 36° 45' 24" N. Lat., 119° 49' 01" W. Long. Transmitter Dumont, antenna GE. Legal counsel John P. Hearne, Esq., San Francisco, Calif. Consulting engineer Berl Williamson (partner), Fresno. Principals include General partners **Lester Eugene Chenault** (15%), **Robert M. Schuler** (60%), **Sheldon Anderson** (15%) and **Bert Williamson** (10%).

LOS ANGELES, Calif.—John Poole Bcstg. Co. (KBIG), UHF Ch. 22 (518-524 mc); ERP 540 kw visual, 334.5 kw aural; antenna height above average terrain 2,906 ft., above ground 127 ft. Estimated construction cost $392,000, first year operating cost $150,000, revenue $100,000. Post Office address: Top Floor, Security Bldg., Long Beach 2, Calif. Studio location: 6540 Sunset Blvd. Transmitter location on Mount Wilson. Geographic coordinates: 34° 13' 36" N. Lat., 118° 03' 59" W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer George P. Adair, Washington. Sole owner is **John H. Poole,** who also has investments, oil and mining interests.

MONTEREY, Calif. — The Monterey Radio-Television Co. (KMBY), VHF Ch. 8 (180-186 mc); ERP 10 kw visual, 5 kw aural; antenna height above average terrain 2,631 ft., above ground 197 ft. Estimated construction cost $190,296, first year operating cost $150,000, revenue $180,000. Post Office address: 468 Calle Principal, Monterey. Studio location: 468 Calle Principal, Monterey. Transmitter location: Baldy Peak, Monterey County, Calif. Geographic coordinates: 36° 32' 06" N. Lat., 121° 37' 10" W. Long. Transmitter RCA, antenna RCA. Legal counsel Francis McDonough (Dow, Lohnes & Albertson), Washington. Consulting engineer Earl Cullum, Dallas. Principals include President **Kenyon Brown** (30%), Vice President-Secretary **George L. Coleman** (30%), Vice President-Treasurer **Harry L. Crosby Jr.** (24%), **S. M. Aston** (10%) and **William Morrow** (6%).

SACRAMENTO, Calif—Harmco Inc. (KROY), VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 500 ft., above ground 530 ft. Estimated construction cost $343,692, first year operating cost $300,000, revenue $300,000. Post Office address: Hotel Sacramento, Sacramento. Studio and transmitter location: 14th Ave. & 65th St. Geographic coordinates 38° 32' 36" N. Lat., 121° 25' 41" W. Long. Transmitter GE, antenna GE. Legal counsel Hogan & Hartson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Hattie Harm** (50%), who owns 100% of KARM-AM-FM-TV Fresno; Vice President and Secretary **Clyde F. Coombs** (50%).

SACRAMENTO, Calif. — McClatchy Bcstg. Co. (KFBK-AM-FM), VHF Ch. 10 (192-198 mc); ERP 114.5 kw visual, 57.3 kw aural; antenna height above average terrain 1,439 ft., above ground 483.5 ft. Estimated construction cost $769,183, first year operating cost $399,579, revenue $316,000. Post Office address: 21st and Q Streets, Sacramento. Studio location: 22nd and Q Sts. Transmitter location: Pine Hill Lookout, Green Valley Road, 2.2 mi. NW of Rescue, Calif. Geographic coordinates 38° 43' 05" N. Lat., 120° 59' 23" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Geo. C. Davis, Washington. See application for Fresno, Calif., for principals.

SACRAMENTO, Calif. — Sacramento Broadcasters Inc. (KXOA-AM-FM), VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 542 ft., above ground 583 ft. Estimated construction cost $350,613, first year operating cost $480,000, revenue $500,000. Post Office address: P.O. Box 94, Sacramento 15. Studio location to be determined. Transmitter location: North Sacramento Freeway. Geographic coordinates: 38° 35' 57" N. Lat., 121° 26' 54" W. Long. Transmitter GE, antenna GE. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President and Executive Director **Lincoln Dellar** (100%), Vice President, Treasurer and General Manager **Robert W. Dumm,** Secretary **Robert B. Gaylord Jr.**

† DENVER, Col.—KMYR. Bcstg. Co. (KMYR), VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 504 ft., above ground 667 ft. Estimated construction cost $440,963, first year operating cost $562,000, revenue $444,000. Post Office address: Security Life Bldg., Denver. Studio and transmitter location: 1601 W. Jewell Ave. Geographic coordinates: 39° 40' 58" N. Lat., 105° 00' 25" W. Long. Transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer George E. Gautney. Principals include President **F. W. Meyer** (25.3%), Vice President **W. A. Alexander** (0.1%) and Secretary-Treasurer **A. G. Meyer** (24.9%).

† NEW HAVEN, Conn.—Connecticut Radio Foundation Inc. (WELI), UHF Ch. 59 (740-746 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 560 ft., above ground — ft. Estimated construction cost $320,000, first year operating cost $110,000, revenue $95,000. Post Office address: 221 Orange St., New Haven 10, Conn. Studio location: 221 Orange St., New Haven 10, Conn. Transmitter location: Baldwin Drive, on West Rock Ridge. Geographic coordinates: 41° 22' 00" N. Lat., 72° 58' 24" W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Harry C. Wilder** (30.97%), Vice President **Richard W. Davis** (9.46%), Vice President **Thomas W. Rourke** (3.81%); The Colony Bcstg. Corp. holds 12.59% of stock in applicant.

WASHINGTON, D. C.—Metropolitan Television Corp., UHF Ch. 20 (506-512 mc); ERP 187.5 kw visual, 93.75 kw aural; antenna height above average terrain 514 ft., above ground 400 ft. Estimated construction cost $370,413, first year operating cost $250,000, revenue not estimated. Post Office address: 1125 Vermont Ave. N.W., Washington. Studio location: 1121-25 Vermont Ave. N.W. Transmitter location: E. Broad St. and Wilson Blvd., Falls Church, Va. Geographic coordinates 38° 52' 27" N. Lat., 77° 09' 19" W. Long. Transmitter RCA, antenna RCA. Legal counsel Sher, Oppenheimer & Harris, Washington. Consulting engineer Robert M. Silliman, Washington. Principals include President **M. Robert Rogers,** Chairman of the Board **Morris Rodman,** Vice President **Irwin Geiger,** Treasurer **Pierson Underwood,** Secretary **William P. Bernton** and **Laurence M. C. Smith.** The Good Music Station Inc., licensee of WGMS-AM-FM Washington, holds 100% of voting stock.

DAYTONA BEACH, Fla.—Telrad Inc. (WMFJ), VHF Ch. 2 (54-60 mc); ERP 1.44 kw visual, .72 kw aural; antenna height above average terrain 317 ft., above ground 349 ft. Estimated construction cost $185,000, first year operating cost $100,000, revenue $100,000. Post Office address: 444 N. Beach St., Daytona Beach. Studio and transmitter location: 6th & Center St. Geographic coordinates: 29° 13' 51" N. Lat., 81° 02' 40" W. Long. Transmitter RCA, antenna RCA. Legal counsel Louis Ossinsky Sr., Daytona Beach, and A. L. Stein, Washington. Consulting engineer Lynn Smeby, Washington. Principals include President and Treasurer **W. Wright Esch** (98.5%), Vice President **Louis Ossinsky Sr.** (0.5%), Secretary **A. B. Esch** (1%).

JACKSONVILLE, Fla.—Southern Radio & Equipment Co. (WOBS), UHF Ch. 30 (566-572 mc), ERP 18.7 kw visual, 9.35 kw aural; antenna height above average terrain 396 ft., above ground 428 ft. Estimated construction cost $150,370, first year operating cost $120,000, revenue $130,000. Post Office address: 10 East Forsyth St., Jacksonville. Studio location: 1036 Mary St. Transmitter location: 247 Margaret St. Geographic coordinates 30° 19' 37" N. Lat., 81° 40' 53" W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President **E. D. Rivers Sr.** (60%), majority stockholder in WLBS Birmingham, and WMIE Miami, Fla.; Treasurer **Jack R. Sharpe** (10%), Secretary **Carmen Macri** (10%), **Mrs. J. J. Mangham Jr.** and **Wyolene Rivers** (10%).

† MIAMI, Fla.—Lindsey Hopkins Vocation School of Dade County Board of Public Instruction, VHF Ch. 2* (54-60 mc) ERP 16.37 kw visual, 8.18 kw aural; antenna height above average terrain 285 ft., above ground 309 ft. Estimated construction cost $78,500 (transmitter to be leased for $1 annually from WTVJ there), first year operating cost $25,000. Post Office address: Vernon Bronson, 1410 N.E. 2d Ave., Miami 32, Fla. Studio location: 1410 N.E. 2d Ave. Transmitter location: 244 Biscayne Ave. Geographic coordinates 25° 46' 35.5" N. Lat., 80° 11' 20.5" W. Long. Transmitter GE, antenna GE, Legal counsel Krieger & Jorgensen, Washington. Consulting engineer George P. Adair, Washington.

MIAMI, Fla.—Sun Coast Bcstg. Corp. (WMIE), UHF Ch. 27 (548-554 mc); ERP 98.86 kw visual, 49.43 kw aural; antenna height above average terrain 344 ft., above ground 366.5 ft. Estimated construction cost $200,855, first year operating cost $180,000, revenue $216,000. Post Office address: Hotel Everglades, Biscayne Blvd., at 3rd St., Miami. Studio location: Everglades Hotel, 244 Biscayne Blvd. Transmitter location: 65 S. E. 5th St. Geographic coordinates: 25° 46' 09" N. Lat., 80° 11' 27" W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President **E. D. Rivers Sr.,** director in Timm Inc. licensee of WGAA-AM-FM Cedartown, Ga., chairman of board in WLBS Inc. licensee of WLBS Birmingham, Ala., chairman of board in Southern Radio & Equip. Co. licensee of WOBS Jacksonville, an applicant for new TV station at Jacksonville (66.5%), Vice President **Milton M. Ferrell** (2.5%), Treasurer **Robert M. Oliver** (2.5%), Secretary **Harold Young** and **G. G. Puett** (20%).

ST. PETERSBURG, Florida—City of St. Petersburg (WSUN), UHF Ch. 38 (614-620 mc); ERP 84.3 kw visual, 42.2 kw aural; antenna height above average terrain 464 ft., above ground 492 ft. Estimated construction cost $328,500, first year operating cost $161,000, revenue $200,000. Post Office address: P.O. Box 240, St. Petersburg. Studio location: Recreation Pier. Transmitter location: Near west end of Gandy Bridge.. Geographic coordinates: 27° 52' 38" N. Lat., 82° 35' 45" W. Long. Transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer James C. McNary, Washington. Principals include Mayor **Samuel G. Johnson,** Vice Mayor **Harold W. Reeves** and City Manager **Ross E. Windom.** Applicant is municipal corporation.

WEST PALM BEACH, Fla.—Television Theatre of the Palm Beaches Inc., VHF Ch. 12 (204-210 mc); ERP 67 kw visual, 33.5 kw aural; antenna height above average terrain 252 ft., above ground 267¼ ft. Estimated construction cost $183,134, first year operating cost $168,000, revenue $174,000. Post Office address: West Palm Beach, Fla. Studio and transmitter location: 224 Datura St., West Palm Beach. Geographic coordinates: 26° 42' 43" N. Lat., 80° .03' .06" W. Long. Transmitter RCA, antenna RCA. Legal counsel Andrew G. Haley, Washington. Consulting engineer E. C. Page. Consulting Radio Radio Engineers, Washington. Principals include President **E. V. (Jack) Faircloth** (2½%), owner of Faircloth Truck & Tractor Co., West Palm Beach, and owns large amount of stock and holds offices in a citrus growers and shippers firm and a golf instruction and practice range, both West Palm Beach; Secretary **Harry W. Stewart Jr.** (2½%), 50% partner in law firm of Wardlaw & Stewart, West Palm Beach; Vice President **Russell O. Murrow** (5%), lawyer with Morrow, Fulton & Sullivan, West Palm Beach; Treasurer **Gene T. Dyer** (25½%) and **Evelyn M. Dyer** (25½%), 31% and 35% partners, respectively in WAIT Chicago, and 50-50 partners in Square D Ranches, Square D Packers, Big Ranch Store, West Palm Beach; Vice President **Reginald B. Martin** (10%), 33⅓% of Progressive Bcstg. System, applicant for purchase of WTTT Coral Gables, Fla.; consultant, Houck Adv., Miami; **Lewis Evenden** (10%), technical director, WMBR-TV Jacksonville, Fla.; **Lester M. Combs** (10%), account executive and producer, WMBR-TV.

AUGUSTA, Ga.—Radio Augusta Inc. (WRDW), VHF Ch. 12 (204-210 mc); ERP 117 kw visual, 58 kw aural; antenna height above average terrain 653 ft., above ground 499 ft. Estimated construction cost $257,896, first year operating cost $240,000, revenue $300,000. Post Office address: 8th and Broad Streets, Augusta, Ga. Studio location: Masonic Bldg. Transmitter location: Georgia Ave. at Observatory Ave. Geographic coordinates 33° 30' 21" N. Lat., 81° 57' 43" W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Ernest D. Black** (25%), Vice President **Emmet G. McKenzie** (25%), Vice President **Allen M. Woodall** (25%), and Secretary-Treasurer **W. R. Ringson** (25%).

† COLUMBUS, Ga.—Georgia-Alabama Bcstg. Corp. (WGBA), VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 883 ft., above ground 683 ft. Estimated construction cost $470,000, first year operating cost $463,500, revenue $450,000. Post Office address: 1213½ Broadway, Columbus. Studio location: 1213½ Broadway. Transmitter location: Route 80, 3 mi. West of Phoenix City. Geographic coordinates 32° 27' 57" N. Lat., 85° 03' 23" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **A. H. Chapman,** Vice President **M. R. Ashworth** and Secretary-Treasurer **W. E. Page Jr.** The R. W. Page Corp. owns 100% of stock of WGBA.

† COLUMBUS, Ga.—Martin Theatres of Georgia Inc. (WRBL), UHF Ch. 28 (554-560 mc); ERP 76 kw visual, 38 kw aural; antenna height above average terrain 388 ft., above ground 551 ft. Estimated construction cost $297,500, first year operating cost $250,000, revenue $200,000. Post Office address: P.O. Box 391, Columbus, Ga. Transmitter location: Woodland Drive between 12th & 13th Ave., Phenix City, Ala. Geographic coordinates 32° 29' 41" N. Lat., 85° 00' 32" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Jansky & Bailey, Washington, Principals include President **E. D. Martin** (33⅓%); Vice President **R. E. Martin Jr.** (33⅓%); Secretary-Treasurer **C. L. Patrick**; Estate of R. E. Martin Sr. (33⅓%).

† SAVANNAH, Ga. — WJIV-TV, Inc. (WJIV), VHF Ch. 3 (60-66 mc); ERP 33.86 kw visual, 16.93 kw aural; antenna height above average terrain 360 ft., above ground 354 ft. Estimated construction cost $208,500, first year operating cost $180,000, revenue $300,000. Post Office address: 128 W. Taylor St., Savannah, Ga. Studio and transmitter location: 128 W. Taylor St. Geographic coordinates 32° 04' 20" N. Lat., 81° 05' 45.6" W. Long. Transmitter RCA, antenna RCA. Legal counsel Philip M. Baker, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President **E. D. Rivers Jr.**

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(99.98%), Vice President **W. H. Keller Jr.** (.01%), Secretary-Treasurer **H. E. Ulmer** (.01%).

NAMPA, Idaho—Frank E. Hurt & Son Inc. (KFXD), VHF Ch. 6 (82-88 mc); ERP 19.72 kw visual, 9.86 kw aural; antenna height above average terrain 2248 ft., above ground 108.8 ft. Estimated construction cost $104,222, first year operating cost $95,000, revenue $105,000. Post Office address: 1024 12 Ave. S.—Box 891, Nampa, Ida. Studio location: 1024 12th Ave. S. Transmitter location: Deer Point Peak, 10 mi. NNE Boise. Geographic coordinates 43° 44′ 37″ N. Lat., 116° 06′ 51″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **E. E. Coleman** (50%), stock held by E. E. Coleman as executor of estate of **Frank E. Hurt,** deceased; Secretary-Treasurer **Edward P. Hurt** (25%), Vice President **Maxine M. Hurt** (25%).

CHAMPAIGN, Illinois—Midwest Television Inc., VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 710 ft., above ground 700 ft. Estimated construction cost $402,500, first year operating cost $228,500, revenue $256,140. Post Office address: 2501 S. Neil Street, Champaign. Studio location: South Neil Street. Transmitter location: 2.4 miles NW of Champaign business center. Geographic coordinates 40° 07′ 36″ N. Lat., 88° 17′ 21″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include President **August C. Meyer** (24.1%), Vice President **M. S. Dyers** (28%) 40% owner of Champaign News Gazette, licensee WDWS there; Secretary-Treasurer **R. O. Derby** (5%), **C. R. Meyer** (26%), **Helen M. Stevick** (13.7%) 40% owner of Champaign News Gazette.

CHICAGO, Ill.—WHFC Inc. (WHFC), UHF Ch. 20 (506-512 mc); ERP 223 kw visual, 111.5 kw aural; antenna height above average terrain 564 ft., above ground 589 ft. Estimated construction cost $353,000, first year operating cost $230,000, revenue $300,000. Post Office address: 3350 S. Kedzie Ave., Chicago 23. Studio location: To be determined. Transmitter location: 105 W. Adams St. Geographic coordinates 41° 52′ 45″ N. Lat., 87° 37′ 51″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Gillett & Bergquist, Washington. Principals include President **Richard W. Hoffman** (75.5%), Secretary **Rose M. Hoffman** (24.5%) and Vice President **Marie E. Clifford.**

ROCKFORD, Ill. — Greater Rockford Television Inc., VHF Ch. 13 (210-216 mc); ERP 202 kw visual, 102 kw aural; antenna height above average terrain 605 ft., above ground 600 ft. Estimated construction cost $329,700, first year operating cost $250,000, revenue $250,000. Post Office address: c/o Guyer & Smith, 815 Rockford Trust Bldg., Rockford. Studio location: 110 Chestnut St. Transmitter location: State Rt. 20, 3½ mi. E of center of Rockford. Geographic coordinates 32° 16′ 00″ N. Lat., 89° 01′ 20″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **L. E. Caster** (15.5%), president, Keig-Stevens Baking Co., Rockford, board chairman and part owner (18.7% and 25.25%) of two other bakeries, vice president, 22½% owner of Wired Music Inc., Rockford, 66⅔% owner of motor sales and service firm, 50% owner of dairy & hog farm; Vice President **Frank C. Franzen** (2.9%), president, 20% owner Forgings & Stampings Inc. (mfg.), Rockford, and treasurer, Wired Music Inc.; Treasurer **Swan Hillman** (15.5%), executive vice president, Rockford Screw Products Co. (mfg.), Rockford; Secretary **R. Robert Funderburg** (1.4%), president, Keen-Belvidere Canning Co., Belvidere, Ill., more than 25% owner State Bank of Kirkland, Kirkland, Ill.; **Rolando Frederick Gran** (22.4%), president, 60% of Gran Enterprises Co., Milwaukee, secretary-treasurer, 50% of Badger Vending Machines Inc., part owner of two theatre operation firms.

† **FORT WAYNE, Ind.—Northeastern Indiana Bcstg. Co. (WFTW),** UHF Ch. 33 (584-590 mc); ERP 203 kw visual, 107 kw aural; antenna height above average terrain 503 ft., above ground 523 ft. Estimated construction cost $292,000, first year operating cost $244,325, revenue $225,000. Post Office address: 220 East Jefferson St., Fort Wayne 2, Ind. Studio location: 220 East Jefferson St. Transmitter location: Maples Road off Decatur Road. Geographic coordinates 41° 00′ 10″ N. Lat., 85° 05′ 50″ W. Long. Transmitter GE, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **Clarence L. Schust** (28.52%), Vice President and Treasurer **H. Leslie Popp** (28.52%), Vice President and Secretary **Edward G. Thoms** (18.76%) and **Walter L. Thoms** (18.76%).

LOGANSPORT, Ind. — Logansport Broadcasting Corp (WSAL), VHF Ch. 10 (192-198 mc); ERP 11.04 kw visual, 5.57 kw aural; antenna height above average terrain 115 ft., above ground 205 ft. Estimated construction cost $136,331, first year operating cost $150,000, revenue $150,000. Post Office address: P. O. Box 399, Logansport, Ind. Studio and transmitter location: S. side of Main St. about 0.3 mi. E. of Hamilton St. Geographic coordinates 40° 44′ 17″ N. Lat., 86° 21′ 03″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **John C. Cotner** (21.12%), President of Hydraulic Press Mfg. Co.; Vice President **William A. Porter** (15.52%), attorney with Bingham, Collins, Porter & Kistler, Washington; Secretary and Treasurer **Glenn L. Miller** (21.12%), Logansport attorney; Assistant Secretary **Robert M. Booth Jr.** (21.12%), attorney with Bingham, Collins, Porter & Kistler, and **Herbert M. Bingham** (21.12%), attorney with Collins, Porter, Bingham & Kistler, Washington.

† **SOUTH BEND, Indiana—South Bend Tribune (WSBT),** UHF Ch. 34 (590-596 mc); ERP 175 kw visual, 87.6 kw aural; antenna height above average terrain 536 ft., above ground 479 ft. Estimated construction cost $300,000, first year operating cost $473,120, revenue $437,600. Post Office address: 225 West Colfax Av., South Bend 26, Ind. Studio location: 225 W. Colfax Av. Transmitter location: West side of Ironwood Rd. between Jackson and Kern Rds. Geographic coordinates 41° 37′ 05.4″ N. Lat., 86° 13′ 09″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **F. A. Miller** (52⅜%), Vice President **Flora D. Miller** (7½%), Secretary-Treasurer **Franklin D. Schurz.**

† **CEDAR RAPIDS, Iowa—American Broadcasting Stations Inc. (WMT),** VHF Ch. 2 (54-60 mc); ERP 54.1 kw visual, 27.05 kw aural; antenna height above average terrain 670 ft., above ground 702 ft. Estimated construction cost $509,765, first year operating cost and revenue not estimated. Post Office address: Paramount Theatre Bldg., Cedar Rapids. Studio and transmitter location: 501 Old Mason Road. Geographic coordinates 42° 01′ 43″ N. Lat., 91° 38′ 27″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Millard & Garrison, Washington. Principals include President **Helen S. Mark** (59.6%), Vice President **William B. Dolph,** Treasurer **W. L. Shaffer,** Secretary **H. J. Jett** (0.2%), Assistant Secretary **Madeline E. Cronan** and Assistant Treasurer **G. B. McGowan.**

CEDAR RAPIDS, Iowa—Davenport Broadcasting Co. (KSTT), VHF Ch. 2 (54-60 mc); ERP 26.18 kw visual, 13.09 kw aural; antenna height above average terrain 562.7 ft., above ground 600 ft. Estimated construction cost $256,500, first year operating cost $265,000, revenue $350,000. Post Office address: 324 Main Street, Davenport, Iowa. Studio location to be determined. Transmitter location: 2.5 mi. North of Cedar Rapids and 0.5 mi. East of Hiawatha corners on Robbins Road. Geographic coordinates: 42° 02′ 49″ N. Lat., 91° 40′ 02″ W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include President **Hugh R. Norman** (51.75%), Vice President **I. F. Whalen,** Secretary-Treasurer **A. M. McGregor** (38.25%), and **John M. McGregor** (10%).

DES MOINES, Iowa—Central Bcstg. Co. (WHO), VHF Ch. 13 (210-216 mc), ERP 316 kw visual, 158 kw aural; antenna height above average terrain 779 ft., above ground 780 ft. Estimated construction cost $676,120, first year operating cost $450,000, revenue $500,000. Post Office address: 1002 Brady St., Davenport, Iowa. Studio location: 1100 Walnut St., Des Moines. Transmitter location: Mitchellville, Iowa. Geographic coordinates 41° 39′ 12″ N. Lat., 13° 20′ 56″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **B. J. Palmer** (8.5%), Vice President-Treasurer **D. D. Palmer** (57.8%), Executive Vice President **Ralph Evans** (1.5%), Vice President-Secretary **P. A. Loyet** (2.7%), **Mabel H. Palmer Trust** (7.6%), **B. J. Palmer Trust** (5%); **Mabel H. Palmer Trust** (5%).

† **DES MOINES, Iowa—Murphy Bcstg. Co. (KSO-AM-FM),** VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 226 ft., above ground 729 ft. Estimated construction cost $421,000, first year operating cost $544,629, revenue $529,434. Post Office address: 800 Farm Bureau Bldg., 507 W. Tenth Street, Des Moines. Studio location: Tenth and Grand Avenue. Transmitter location: 8.5 miles NW of center of Des Moines. Geographic coordinates 41° 37′ 55.5″ N. Lat., 93° 46′ 20.5″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer Jansky & Bailey, Washington. Sole owner is **Kingsley H. Murphy.**

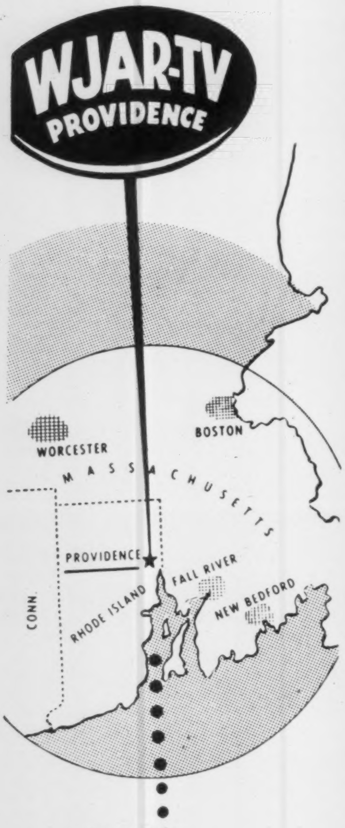
SIOUX CITY, Iowa—Cowles Bcstg. Co., VHF Ch. 9 (186-192 mc); ERP 28.95 kw visual, 15.6 kw aural; antenna height above average terrain 705 ft., above ground 500 ft. Estimated construction cost $307,500, first year operating cost $474,619, revenue $577,598. Post Office address: Frances Bldg., Sioux City. Studio location: 5th & Pierce Sts. Transmitter location: 41st & Howard Sta. Geographic coordinates 42° 32′ 33″ N. Lat., 96° 23′ 34″ W. Long. Transmitter GE, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee for following stations: KRNT-AM-FM Des Moines and WNAX Yankton, S. D. The Register and Tribune Co. Inc. owns all the stock in applicant.

TOPEKA, Kan.—Topeka Bcstg. Assn. Inc. (WIBW), VHF Ch. 13 (210-216 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 697 ft., above ground 660 ft. Estimated construction cost $523,662, first year operating cost $288,418, revenue $325,000. Post Office address: 1035 Topeka Blvd., Topeka. Studio and transmitter location: 1.3 mi. W. of Topeka city limits. Geographic coordinates 39° 03′ 38″ N. Lat., 95° 45′ 36″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **H. S. Blake,** Secretary **Roy Vogel,** Vice President-Treasurer **L. H. Schenck; Capper Publications Inc.** (100%).

WICHITA, Kan.—KFBI Inc. (KFBI), UHF Ch. 16 (482-488 mc); ERP 224 kw visual, 124 kw aural; antenna height above average terrain 962 ft., above ground 1,000 ft. Estimated construction cost $472,159, first year operating cost $425,000, revenue $400,000. Post Office address: K. W. Pyle, 200 E. First St., Wichita. Studio location: 200 E. First St. Transmitter location: 2 mi E of Colwich on State Highway 96. Geographic coordinates 37° 46′ 57″ N. Lat., 97° 30′ 07″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Chambers & Garrison, Washington. Principals include Chairman of Board **Robert J. Laubengayer** (10%), 13% owner KSAL Salina, Kan.; President **C. Howard Lane** (23.8%), vice president of KOIN Portland, KJR Seattle and WJJD Chicago; Secretary **J. Wirth Sargent** (1%), attorney; Treasurer **K.W. Pyle** (3.8%), retail clothier; General Manager and Director **Hale Bondurant** (5%); Director **John P. Harris** (11.9%) and **Sidney F. Harris** (11.9%), each own 27% of Hutchinson Pub. Co., in turn 37.5% owner KSAL; **Horace L. Lohnes (23.8%),** Washington radio attorney and 14.9% owner KXEL Waterloo, Iowa, 26.3% owner WDZ Decatur, Ill., and secretary of WNEW New York.

† **WICHITA, Kan.—The Radio KFH Co. (KFH),** VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 939 ft., above ground 995 ft. Estimated construction cost $661,049, first year operating cost $556,920, revenue $200,000.

PINPOINT YOUR PERSISTENT SALESMAN



SELLING PROSPEROUS SOUTHERN NEW ENGLAND with UNDUPLICATED COVERAGE in 220,000 HOMES!

Represented Nationally by
Weed Television

In New England — Bertha Bannan

Lady with a Reputation

That's Mary Landis . . . chief cook etc., on the "In The Kitchen with Mary Landis" show. Reputations aren't built overnight, you know. It took three years of "doin" for Mary to produce what is now recognized to be Baltimore's outstanding cooking show on Television.

And prominent local and national advertisers will gladly show sales success stories traceable directly to the Mary Landis show.

Here's good, Good News

Anita Conboy, our "Mary Landis" is soon to have a baby. She will continue to direct the show behind the scenes, and give personal guidance to her very capable assistant, Marsha Adams who will do the show 'til Mary returns . . . in person.

"In the Kitchen with MARY LANDIS" now BIGGER and BETTER than ever

- A brand new, custom-built kitchen provides a new setting.
- The exclusive home kitchen-tested seal stamped on every advertiser's product.
- Mary Landis, two home economists, and a special announcer devote full time to this multiple feature program.
- A monthly recipe booklet available to viewers on request.
- Extra aids to make this a complete TV advertising-merchandising package.
- On-the-air and newspaper promotion give certainty to the reputation of this three-year success.

MON. THRU FRI. — 1:00 TO 1:45 P.M.

NATIONALLY REPRESENTED BY
EDWARD PETRY & CO.

Television Baltimore

WBAL-TV

NBC in Maryland

Television Applications Filed at FCC

(Continued from page 64)

Post Office address: KFH Bldg., Wichita. Studio location: KFH Bldg. Transmitter location: S. side of Hwy. 96, 1½ mi. E. of Colwich, Kan. Geographic coordinates 37° 46′ 42″ N. Lat., 97° 30′ 38″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **John Rigby** (12.4%), **Lola Rigby** (12.5%), Exec. Vice President **M. N. Murdock** (0.1%), Vice President **Frank V. Webb Jr.**, Secretary-Treasurer **Howard T. Fleeson** (0.1%), **Winifred G. Wise** (12.5%), **Wichita Eagle Inc.** (49.8%).

WICHITA, Kan.—Mid Continent Television Inc., VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 60 kw aural; antenna height average terrain 810 ft., above ground 850 ft. Estimated construction cost $600,000, first year operating cost $528,000, revenue $537,000. Post Office address: 400 Brown Bldg., Wichita, Kan. Studio location: To be determined. Transmitted location: On State Route 96, 12 mi. NW of Wichita. Geographic coordinates: 37° 47′ 08″ N. Lat., 97° 31′ 18″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Theodore Gore** (12%), Vice President **George H. Bruce** (4%), Vice President and Assistant Secretary **Lloyd R. Pickrell** (4%), Vice President **Sam Bloomfield** (4%), Secretary **S. O. Beren** (12%) and **Albert H. Smith.**

WICHITA, Kan.—WKY Radiophone Co. (WKY), VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 952 ft., above ground 1000 ft. Estimated construction cost $847,274, first year operating cost $565,527, revenue $400,000. Post Office address: Box 8668, Britton Station, Oklahoma City 14, Okla. Studio location: 1600 N. Rock Road. Transmitter location: 1600 N. Rock Road. Geographic coordinates 37° 46′ 57″ N. Lat., 97° 30′ 07″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **E. K. Gaylord**, Executive Vice President **P. A. Sugg**, and Secretary-Treasurer **Edward L. Gaylord**; Oklahoma Pub. Co. owns 99.68% of stock.

PADUCAH, Ky. — Columbia Amusement Co., VHF Ch. 6 (82-88 mc); ERP 10.4 kw visual, 5.2 kw aural; antenna height above average terrain 618 ft., above ground 569 ft. Estimated construction cost $304,837, first year operating cost $160,000, revenue $180,000. Post Office address: Arcade Theatre Bldg., Paducah, Ky. Studio location: 122 North 5th St. Transmitter location: U. S. 45, Lone Oak subdivision. Geographic coordinates 37° 02′ 34″ N. Lat., 88° 39′ 37″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President, Treasurer and General Manager **Leo F. Keiler** (41.9%), president and general manager of Columbia Amusement Co. (motion picture exhibitors) and Palmer Hotel Co. (hotel operators), both firms in Paducah; 1st Vice President **John W. Keiler II** (8.4%), 1st vice president of Columbia Amusement Co. and promotion manager of Palmer Hotel Co.; 2nd Vice President **R. R. Kirkland** (12.4%), 2nd vice president of Columbia Amusement Co., and 3rd Vice President **Irene B. Keiler** (37.3%), 3rd vice president of Columbia Amusement Co.

† **PADUCAH, Ky. — W K Y B Inc. (WKYB)**, VHF Ch. 6 (82-88 mc); ERP 10.8 kw visual, 5.4 kw aural; antenna height above average terrain 363 ft., above ground 435 ft. Estimated construction cost $191,067, first year operating cost $120,000, revenue $100,000. Post Office address: P.O. Box 931, Paducah, Ky. Studio location: 504 Kentucky Ave. Transmitter location: Old Mayfield Rd. Geographic coordinates 37° 00′ 53″ N. Lat., 88° 36′ 46″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Arthur W. Scharfeld, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **E. J. Paxton Jr.** (18¾%), Vice President **Frank R. Paxton** (10%), Secretary-Treasurer **Sam Livingston** (5%) and **Mrs. F. B. Paxton, Patricia A. Paxton** and **James F. Paxton,** each 10%.

BATON ROUGE, La.—Air Waves Inc. (WLCS), VHF Ch. 10 (192-198 mc); ERP 106 kw visual, 56.6 kw aural; antenna height above average terrain 496 ft., above ground 510 ft. Estimated construction cost $380,049, first year operating cost $250,000, revenue $200,000. Post Office address: 204 North St., Baton Rouge, La. Studio and transmitter location: 3399 Broussard St. Geographic coordinates: 30° 26′ 25″ N. Lat., 91° 09′ 24″ W. Long. Transmitter GE, antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Robert M. Silliman, Washington. Principals include President **R. Frank Cangelosi** (17.5%), Vice President **Earl H. Smith** (13.3%), Secretary-Treasurer **Percy Roberts** (17.5%), **A. M. Caldwell** (17.5%), **C. L. Pierson** (16.6%) and Estate of Harry R. Nelson, **Willis W. Nelson,** executor (17.5%).

† **BATON ROUGE, La.—Baton Rouge Bcstg. Co. (WJBO)**, VHF Ch. 10 (192-198 mc); ERP 231 kw visual, 115.5 kw aural; antenna height above average terrain 438.6 ft., above ground 478 ft. Estimated construction cost $369,555, first year operating cost $289,063, revenue $292,117. Post Office address: 444 Florida St., Baton Rouge. Studio and transmitter location: Roosevelt Rd. Geographic coordinates 30° 25′ 25″ N. Lat., 91° 10′ 30″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **Douglas L. Manship** (35%), Secretary-Treasurer **Charles P. Manship Jr.** (35%), Vice President **J. Roy Dabadie,** and **Douglas L. Manship Jr., Richard F. Manship, David C. Manship** (each 10%).

SHREVEPORT, La. — International Bcstg. Corp. (KWKH-AM-FM), VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,053 ft., above ground 1,000 ft. Estimated construction cost $832,569, first year operating cost $535,939, revenue $497,621. Post Office address: PO Box 1387, Commercial Bldg., Shreveport. Studio location: Shreveport, street address not known. Transmitter location: approx. 2 mi. ESE of Mooringsport, Caddo Parrish, La. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **William H. Bronson**, Chairman of Board - Secretary - Treasurer **Robert Ewing Jr.**, Vice President **Wilson Ewing**, Executive Vice President **Henry R. Clay**, Assistant Secretary **Toulmin Brown**, Times Pub. Co. (100%).

SHREVEPORT, La.—Radio Station KRMD (KRMD), VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 808 ft., above ground 824 ft. Estimated construction cost $577,519, first year operating cost $312,000, revenue $330,000. Post Office address: 901 Louisiana Ave., Shreveport. Studio location: 901 Louisiana Ave. Transmitter location: NE side of U. S. 61, 3 mi SE of Mooringsport, La. Geographic coordinates 32° 40′ 10″ N. Lat., 93° 54′ 58″ W. Long. Transmitter GE, antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington: Consulting engineer Commercial Radio Equipment Co., Washington. Principals include Partner **T. B. Lanford** (48%) 33⅓% owner KPLC Lake Charles, La., 50% owner KRRV Sherman, Tex., 23% owner WSLI Jackson, Miss., 47.2% owner KALB Alexandria, La.; Partner **R. M. Dean** (25%), 16⅔% owner of KPLC; **Viola Lipe Dean Trust** (25%), 16⅔% owner of KPLC.

SHREVEPORT, La.—Shreveport Television Co., VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1207 ft., above ground 1200 ft. Estimated construction cost $379,184, first year operating cost $350,256, revenue not estimated. Post Office address: 516 Crockett Street, Shreveport, La. Studio location: 3318 Line Avenue. Transmitter location: 2 miles E. of Mooringsport, La. Geographic coordinates 32° 40′ 44″ N. Lat., 93° 55′ 18″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Weaver & Glassie, Washington. Consulting engineer L. J. N. du Treil & Assoc. Principals include Manager **Don George** (44%), **Ben Beckham** (44%) and **William C. Henderson** (10%).

† **PORTLAND, Maine — Congress Square Hotel Co. (WCSH)**, VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 590 ft., above ground 380 ft. Estimated construction cost $375,800, first year operating cost $220,560, revenue $170,000. Post Office address: 157 High Street, Portland 3, Maine. Transmitter location: Blackstrap Road, Talmouth Twp. Geographic coordinates 43° 45′ 45″ N. Lat., 70° 19′ 30″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Adeline B. Rines,** Trustee of the estate of Henry P. Rines, owns 5176 of 5179 issued common shares of stock of Congress Square Hotel Co. which operates WCSH Portland, 98% of WRDO Augusta, Maine and WLZB Bangor, Maine; Vice President **Kenneth M. Peterson,** also vice president of Congress Square Hotel Co.; **William H. Rines,** managing director WCSH; Treasurer **Bessie M. Blake,** stockholder in Congress Square Hotel Co.

BALTIMORE, Md.—Chesapeake Television Bcstg. Inc., UHF Ch. 18 (494-500 mc); ERP 218 kw visual, 109 kw aural; antenna height above average terrain 505 ft., above ground 591 ft. Estimated construction cost $600,000, first year operating cost $325,000, revenue $100,000. Post Office address: 215 N. Calvert St., Baltimore 2. Studio and transmitter location: NW corner of Rockrose and Hooper Aves., Baltimore. Geographic coordinates 39° 20′ 10″ N. Lat., 76° 38′ 56″ W. Long. Transmitter GE, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **George M. Englar** (2.62%), head of various building and construction firms, apartment houses, parking lots and other interests; Treasurer **Fred P. Close** (4.19%), president and 50% stockholder in Westport Corp. (real estate), vice president and 50% owner Columbia Box Co. and Berwyn Corp. (real estate) and vice president of Maryland Container Co.; Secretary **J. D. Hessenauer Jr.** (0.18%), controller and 0.16% stockholder in American Brewery Inc., vice president Gunther Brewing Co.; **Jacob H. Hoffberger** (5.59%), president and 12% stockholder of Merchants Terminal Corp., vice president and 16% stockholder Real Estate Holding Corp.; **Jerold C. Hoffberger** (6.29%), president and 1% stockholder National Brewing Co., vice president Real Estate Holding Co. and vice president-20% stockholder Caldwell Casting Co.; **Leroy E. Hoffberger** (6.08%), attorney and secretary-assistant treasurer Real Estate Holding Co.; **Samuel H. Hoffberger** (5.87%), attorney, president of Union Federal Savings & Loan Assn., president and 16% stockholder Real Estate Holding Co., board chairman and 16% stockholder Merchants Terminal Co.; **Eleanor Tydings** (9.09%); Chairman of Board **Millard E. Tydings** (11.88%), former U. S. Senator from Maryland.

FREDERICK, Md.—Monocacy Bcstg. Co. (WFMD), UHF Ch. 62 (758-764 mc); ERP 115 kw visual, 57.5 kw aural; antenna height above average terrain 1,149 ft., above ground 237 ft. Estimated construction cost $196,000, first year operating cost $115,000, revenue $85,000. Post Office address: E. Church St. Studio location, US Rt. 40, near Frederick. Transmitter location: 7.5 mi. NW of Frederick on Catoctin Mt. Geographic coordinates 39° 29′ 57″ N. Lat., 77° 29′ 53″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer George C. Davis, Washington. Principals include President-Treasurer **Laurence Leonard** (100%), Secretary-Vice President **Evelyn Leonard.**

BOSTON, Mass.—E. Anthony & Sons Inc, UHF Ch. 50 (686-692 mc); ERP 257 kw visual, 129 kw aural; antenna height above average terrain 542 ft., above ground 635 ft. Estimated construction cost $434,665, first year operating cost $258,100, revenue $100,000. Post Office address: 555 Pleasant St., New Bedford, Mass. Studio and transmitter location: 200 Berkley St. Geographic coordinates 42° 20′ 59″ N. Lat., 71° 04′ 25″ W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **Mayhew R. Hitch** (0.1%), Vice President and Treasurer **Basil Brewer** (58.92%), **Joseph P. Dunn** (5.94%), **Helen C. Dunn** (5.94%) and **James T. Dunn** (6.05%). Applicant is licensee of WOCB West Yarmouth and WNBH New Bedford, Mass.

BOSTON, Mass.—Hildreth & Rogers Co. (WLAW), VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 523 ft., above ground 358 ft. Estimated construction cost $742,502, first year operating cost $600,000, revenue $550,000. Post Office address: Hotel Bradford, Boston. Studio location: 275 Tremont Street. Transmitter location: Zion Hill off Lexington Street. Geographic coordinates 42° 27′ 20″ N. Lat., 71° 10′ 48″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer George C. Davis, Washington. Principals include President **Irving E. Rogers** (99%) and Vice-President **Martha Rogers.**

NEW BEDFORD, Mass.—E. Anthony & Sons, Inc. (WNBH), UHF Ch. 28 (554-560 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 488 ft., above ground 552 ft. Estimated construction cost $396,790, first year operating cost $152,400, revenue $100,000. Post Office address: 555 Pleasant St., New Bedford. Studio location: 432 County St. Transmitter location: Crow Island in New Bedford Harbor. Geographic coordinates 41° 38′ 12″ N. Lat., 70° 54′ 40″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Jansky & Bailey, Washington. See Boston application.

† **WORCESTER, Mass. — WTAG Inc. (WTAG)**, UHF Ch. 20 (506-512 mc); ERP 224 kw visual, 117 kw aural; antenna height above average terrain 1000 ft., above ground 511 ft. Estimated construction cost $417,066, first year operating cost $375,276, revenue $340,008. Post Office address: 18 Franklin St., Worcester. Studio location: 18 Franklin St. Transmitter location: Little Asnebumskit Hill, Paxton, Mass. Geographic coordinates 42° 18′ 32.7″ N. Lat., 71° 54′ 09.6″ W. Long. Transmitter GE, antenna GE. Legal counsel Hogan & Hartson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **George F. Booth,** Vice President **Robert W. Booth,** Vice President-Treasurer **Howard M. Booth,** Assistant Treasurer **Gordon A. O'Brien. Worcester Telegram Publ. Co.** is sole owner.

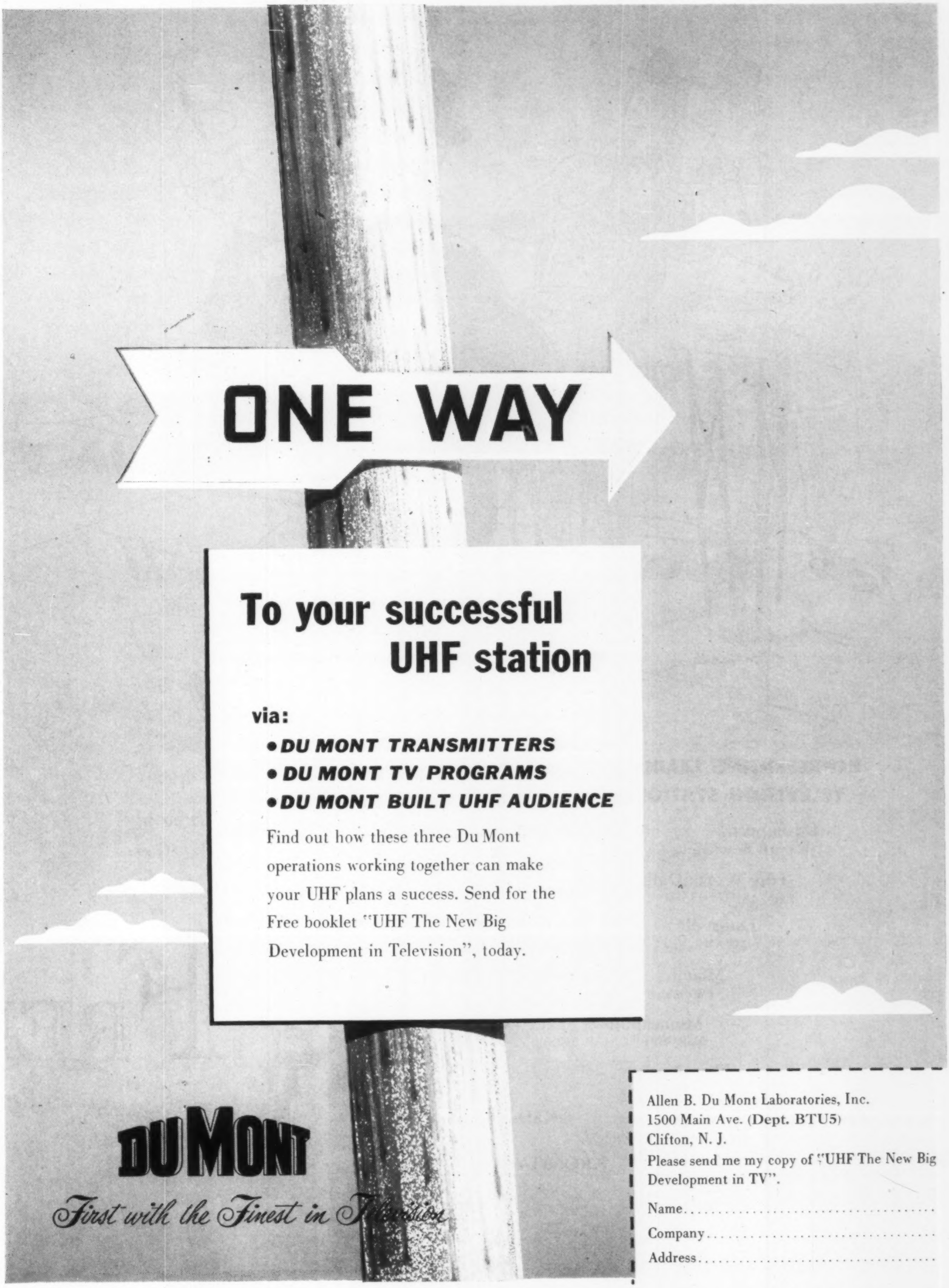
BATTLE CREEK, Mich. — Michigan Bcstg. Co. (WBCK), UHF Ch. 58 (734-740 mc); ERP 18.63 kw visual, 9.31 kw aural; antenna height above average terrain 479 ft., above ground 454 ft. Estimated construction cost $161,000, first year operating cost $120,000, revenue $135,000. Post Office address: 402 Security National Bank Bldg., Battle Creek. Studio location: 402 Security National Bank Bldg. Transmitter location: 0.3 mi. East of Riverside Drive., Calhoun County. Geographic coordinates 42° 17′ 40″ N. Lat., 85° 11′ 00″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Guilford S. Jameson, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Robert H. Holmes** (50%) and Secretary-Treasurer **David N. Holmes** (50%), who hold some shares in Battle Creek, Mich.

BAY CITY, Mich.—Bay Bcstg. Co. (WBCM-AM-FM), VHF Ch. 5 (76-82 mc); ERP 57.5 kw visual, 28.8 kw aural; antenna height above average terrain 422 ft., above ground 447 ft. Estimated construction cost $224,500, first year operating cost $165,000, revenue $185,000. Post Office address: 100 Center Avenue, Bay City. Studio and transmitter location: 700 St. S. of southern city limits of Bay City. Geographic coordinates 43° 35′ 04″ N. Lat., 83° 51′ 36″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **Harley D. Peet** (50.48%), Vice President **M. L. Peet** (10%), Vice President **D. G. Peet** (10%), Secretary-Treasurer **H. A. Giesel** (16.40%) and **Ellen Mae Woodgate** (6.54%).

COLDWATER, Mich. — Twin Valley Broadcasters Inc. (WTVB), UHF Ch. 24 (530-536 mc); ERP 2.1 kw visual, 1.12 kw aural; antenna height above average terrain 282 ft., above ground 188 ft. Estimated construction cost $82,240, first year operating cost $72,000, revenue $80,000. Post Office address: Box 32, Coldwater, Mich. Studio and transmitter location: 1.3 mi. S. of Coldwater on US 27. Geographic coordinates 41° 54′ 50″ N. Lat., 85° 00′ 35″ W. Long. Transmitter GE, antenna GE. Legal counsel Neville Miller, Washington. Consulting engineer E. Harold Munn Jr., Coldwater, Mich. Principals include President **George A. Hosek** (1,650 sh), Treasurer **Wilton T. Aiken** (800 sh), Vice

(Continued on page 72)

XUM



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REPRESENTING LEADING TELEVISION STATIONS:

Davenport (Central Broadcasting Co.—WHO-WOC)	WOC-TV*
Fort Worth-Dallas (STAR-TELEGRAM)	WBAP-TV*
Louisville (WAVE, Inc.)	WAVE-TV*
Miami (Wometco Theatres)	WTVJ
Minneapolis-St. Paul (DISPATCH-PIONEER PRESS)	WTCN-TV
New York (THE NEWS)	WPIX
St. Louis (POST-DISPATCH)	KSD-TV*
San Francisco (THE CHRONICLE)	KRON-TV*

---

*Primary NBC Affiliates

FREE

Pioneer

"HE CAN PITCH INTO 27.2% —OF ALL THE TV HOMES IN THE U.S.A.!"

Well, Buster isn't *exactly* correct, but it is true that Free & Peters represents TV *stations* that reach 27.2% of all U.S. television homes!

Those eight stations not only include KSD-TV now in its *sixth* year of operation (which F&P has represented from the outset, by the way) — they also include eight of the *best-operated* TV stations in the nation. If that seems like a mere claim, please just note the *ownership* of each . . . .

In other words, we think you'll want to listen to your F&P salesman's facts and figures — about *any* of the stations and markets listed at left — the next time he comes to call.

& PETERS, INC.

Station Representatives Since 1932

NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
HOLLYWOOD
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YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

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Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . .
there are
240,000
Sets in use
in WFBM-TV's
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel
6

WFBM-TV

"First in Indiana"

telestatus

Tele-Census Surveys Theatre TV

(Report 223)

OF SET owners interviewed during the seventh semi-annual Tele-Census conducted by Woodbury College, Los Angeles, 73% would not pay $1.00 to see a major sports event on theatre TV because it was not available on their home receivers. However, 55% said they would spend that money to see such an event at home through subscription TV.

Conversely, it was shown that 61% were willing to pay $1.00 to see a first quality movie at home on a pay-as-you-see basis. Some 57% indicated, however, they wouldn't spend that amount of money per person at a theatre.

The survey covered more than 5,000 TV homes in Los Angeles, San Bernardino, San Francisco, Phoenix and Salt Lake City. It was conducted by college students in each area under supervision of Prof. Hal Evry of Woodbury.

When TV sets of those interviewed break down, according to the Tele-Census, 41% turn on their radio, 19% read, 6% watch a neighbor's video receiver and 5% go to the movies. Some 50% of the set owners watch TV daily, it was shown.

Favorite TV programs are (1) CBS-TV's *I Love Lucy*, (2) wrestling, (3) NBC-TV's *Red Skelton Show*, the survey found. Stations should be held responsible for moral standards of TV programs said 61% of those interviewed.

* * *

Title Bout Leads Nielsen Top 10 Ratings

HEAVYWEIGHT championship bout between Jersey Joe Walcott and Ezzard Charles, telecast by NBC-TV, led the list of Nielsen's top 10 shows for the two weeks ending June 7. The title match took first place in both percentage rating and in the number of homes reached. *I Love Lucy* captured second niche in both categories. The ratings follow:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	Walcott-Charles Fight (NBC)	10,190
2	I Love Lucy (CBS)	9,088
3	Red Skeleton (NBC)	6,921
4	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	6,845
5	Philco TV Playhouse (NBC)	5,964
6	Goodyear TV Playhouse (NBC)	5,892
7	Pabst Blue Ribbon Bouts (CBS)	5,675
8	Arthur Godfrey & Friends (Pillsbury Mills, Inc) (CBS)	5,616
9	Your Show of Shows (R. J. Reynolds) (NBC)	5,598
10	Fireside Theatre (NBC)	5,556

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	Walcott-Charles Fight (NBC)	67.0
2	I Love Lucy (CBS)	53.9
3	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	43.0
4	Red Skelton (NBC)	41.7
5	Arthur Godfrey's Scouts (CBS)	40.4
6	Pabst Blue Ribbon Bouts (CBS)	39.4
7	Your Show of Shows (Participating) (NBC)	38.2
8	Jack Benny Show (CBS)	36.9
9	Your Show of Shows (R. J. Reynolds) (NBC)	36.7
10	Arthur Godfrey & Friends (Pillsbury Mills, Inc.) (CBS)	36.0

Copyright 1952 by A. C. Nielsen Co.

* * *

Walcott-Charles Fight Also High in ARB Rating

HIGHEST national television rating of any program thus far this year was chalked up by the Jersey Joe Walcott-Ezzard Charles heavyweight title fight.

Following is a list of the top 10 programs nationally in June, by ratings and by homes reached by American Research Bureau for viewing June 1-7:

Program	Rating %
1. Walcott-Charles Fight (NBC)	67.8
2. I Love Lucy (CBS)	65.6
3. Talent Scouts (CBS)	54.8
4. Red Skelton (NBC)	49.4
5. Blue Ribbon Bouts (CBS)	44.1
6. You Bet Your Life (NBC)	44.0
7. Godfrey & Friends (CBS)	43.7
8. Jack Benny (CBS)	40.8
9. What's My Line? (CBS)	39.8
10. Toast of the Town (CBS)	38.8

Program	Homes (000's)
1. I Love Lucy (CBS)	11,480
2. Walcott-Charles Fight (NBC)	10,600
3. Red Skelton (NBC)	8,240
4. You Bet Your Life (NBC)	7,450
5. Godfrey & Friends (CBS)	7,180
6. Star Theatre (NBC)	6,960
7. Blue Ribbon Bouts (CBS)	6,900
8. Robert Montgomery (NBC)	6,480
9. TV Playhouse (NBC)	6,400
10. Talent Scouts (CBS)	6,190

* * *

Weekly Television Summary—JULY 7, 1952—TELECASTING SURVEY

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	91,207
Atlanta	WAGA-TV, WSB-TV WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	390,914
Binghamton	WNBF-TV	70,000
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	150,000
Boston	WBZ-TV, WNAC-TV	904,185
Buffalo	WBEN-TV	271,057
Charlotte	WBTV	227,271
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,145,984
Cincinnati	WCPO-TV, WKRC-TV, WLWT	354,000
Cleveland	WEWS, WNBK, WXEL	623,613
Columbus	WBNS-TV, WLWC, WTVN	234,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	176,861
Davenport	WOC-TV	110,700
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Dayton	WHIO-TV, WLWD	240,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	165,100
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	176,861
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	116,415
Houston	KPRC-TV	150,800
Huntington-Charleston	WSAZ-TV	90,565
Indianapolis	WFBM-TV	240,000
Jacksonville	WMBR-TV	58,000
Johnstown	WJAC-TV	154,297
Kalamazoo	WKZO-TV	223,992
Kansas City	WDAF-TV	210,105
Lancaster	WGAL-TV	150,093
Lansing	WJIM-TV	100,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,272,568
Louisville	WAVE-TV, WHAS-TV	174,143
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	21,500
Memphis	WMCT	136,784
Miami	WTVJ	119,500
Milwaukee	WTMJ-TV	336,433
Minn.-St. Paul	KSTP-TV, WTCN-TV	322,900
Nashville	WSM-TV	71,399
New Haven	WNHC-TV	286,000
New Orleans	WDSU-TV	97,912
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk	WTAR-TV	119,125
Oklahoma City	WKY-TV	134,676
Omaha	KMTV, WOW-TV	130,313
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,052,259
Phoenix	KPHO-TV	59,200
Pittsburgh	WDTV	448,000
Providence	WJAR-TV	218,500
Richmond	WTVR	127,006
Rochester	WHAM-TV	149,000
Rock Island	WHFB-TV	110,700
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	77,813
San Antonio	KEYL, WOAI-TV	83,615
San Diego	KFMB-TV	137,750
San Francisco	KGO-TV, KPIX, KRON-TV	395,000
Schenectady-Albany-Troy	WRGB	212,600
Seattle	KING-TV	148,500
St. Louis	KSD-TV	402,000
Syracuse	WHEN, WSYR-TV	180,062
Toledo	WSPD-TV	186,000
Tulsa	KOTV	119,800
Utica-Rome	WKTV	71,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	369,579
Wilmington	WDEL-TV	106,227

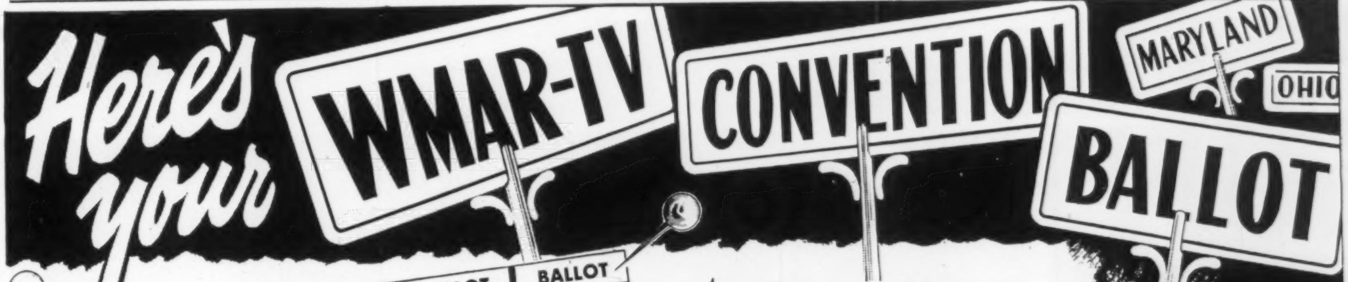
Total Markets on Air 64* **Stations on Air 109*** **Estimated Sets in Use 17,605,500**

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

THE SUN, BALTIMORE, SUNDAY MORNING, JULY 6, 1952

Here's your WMAR-TV CONVENTION BALLOT



WMAR-TV CHANNEL 2		1ST BALLOT				BALLOT	BALLOT	BALLOT
		EISENHOWER	TAFT	STASSEN	WARREN			
ALA.	14							
ARIZ.	14							
ARK.	11							
CALIF.	70							
COLO.	18							
CONN.	22							
DEL.	12							
FLA.	18							
GA.	17							
IDA.	14							
ILL.	60							
IND.	32							
IOWA	26							
KANS.	22							
KY.	20							
LA.	15							
ME.	16							
MD.	24							
MASS.	38							
MICH.	46							
MINN.	28							
MISS.	5							
MO.	26							
MONT.	8							
NEBR.	18							
NEV.	12							
N.H.	14							
N.J.	38							
N.M.	14							
N.Y.	96							
N.C.	26							
N.D.	14							
OHIO	56							
OKLA.	16							
ORE.	18							
PA.	70							
R.I.	8							
S.C.	6							
S.D.	14							
TENN.	20							
TEX.	38							
UTAH	14							
VT.	12							
VA.	23							
WASH.	24							
W.VA.	16							
WISC.	30							
WYO.	12							
ALAS.	3							
D.C.	6							
HAWAII	8							
P.R. & V.I.	4							
TOTAL 1206								

★ 604 VOTES NEEDED TO NOMINATE ★

SEE IT ALL ON Channel 2

Keep Your own count!

SAVE THIS PAGE...

FOLLOW THE REPUBLICAN NATIONAL CONVENTION AS IT'S CARRIED ON CHANNEL 2

TIME AND PLACE: International Amphitheater in Chicago; starting July 7, 12:30 P.M.

NOMINATION: The states and territories vote in alphabetical order. During the first roll call each delegation nominates a candidate, passes, yields to another state or seconds an earlier nomination.

BALLOTING: In the balloting, the chairman of each delegation announces the votes of the delegates from his state. You'll find the total number from each state and territory listed in the scorecard to the left.

DELEGATES: There are 1206 votes, in all, at the Republican National Convention; 604 needed to nominate the Republican candidate for the National election. Balloting will continue until some candidate achieves at least this total.

So clip out the scorecard, tune your TV set to Channel 2 and watch the Republican National Convention of 1952.

COMPLETE WMAR-TV SCHEDULE FOR CONVENTION WEEK

CONVENTION TELECASTS IN BLACKFACE TYPE

Below is the complete schedule for the current week on WMAR-TV. Convention coverage is in blackface type. Additional features and last minute corrections will be announced as received, and reported during all Sunpapers Television News programs.

SUNDAY, JULY 6

11.45 News and Concert Music.
12.00 "In The Park."
12.30 M & M Candy Carnival.
1.00 Sunpapers Television News: Week in Review.
1.15 Adventures in Progress.
1.30 Film Theatre of the Air: FEATURE ONE, "52nd Street," Kenny Baker, Leo Carillo.
3.00 Texas Delegation Rally.
3.30 FEATURE TWO.
4.55 News Bulletins.
5.00 Lamp Unto My Feet.
5.30 The Vesper Hour: Rev. Alvin Ames, Govans Christian Church.
6.00 Pre-Convention Program.
6.30 "It's News To Me": John Daly.
7.00 The Gene Autry Show.
7.30 This is Show Business.
8.00 Toast of the Town: Ed Sullivan.

9.00 "Information Please": Clifton Fadiman, Franklin P. Adams, John Kieran.
9.30 "Break The Bank": Bert Parks.
10.00 Celebrity Time: Conrad Nagel.
10.30 The Big Question.
10.45 "Meet the Victim," Mystery
11.00 Sunday News Special: Don Hollenbeck.
11.15 Sunpapers Television News: Week In Review.
11.30 The World Today In Wirephotos.

MONDAY, JULY 7

10.00 CBS Morning News.
10.30 Arthur Godfrey Time.
10.45 The Al Pearce Show.
11.15 Bride and Groom.
11.30 Strike It Rich: Warren Hull.
12.00 "The Egg and I."
12.15 "Love of Life."
12.30 Republican National Convention.
1.30 The Garry Moore Show.
2.00 "Hi, Maryland!"
2.05 The Woman's Angle: Ann Mar.
2.30 The Guiding Light.
2.45 Convention Roundup.
3.00 Mike and Buff.
3.30 Summer School.
4.00 Western Trails.
5.00 The Bailey Goss Show.
6.00 Boots and Saddles.
6.50 Kent Island Estates.
6.55 "Hi, Maryland!"
7.00 Sunpapers Television News.
7.15 Your Family Doctor.
7.30 Douglas Edwards and the News.
7.45 The Perry Como Show.
8.00 Lux Video Theater.
8.30 Arthur Godfrey's Talent Scouts.
9.00 "My Little Margie": Charles Farrell & Gale Storm.
9.30 Republican National Convention: Keynote Address by Gen. Douglas MacArthur.
11.30 Sunpapers Television News.

TUESDAY, JULY 8

10.00 Arthur Godfrey Time.
10.15 CBS Morning News.
10.30 Arthur Godfrey Time.
10.45 The Al Pearce Show.
11.15 Bride and Groom.
11.30 Strike It Rich: Warren Hull.
12.00 "The Egg and I."
12.15 "Love of Life."
12.30 Republican National Convention.
2.30 "Hi, Maryland!"
2.35 The Guiding Light.
2.45 Convention Roundup.
3.00 Homemakers Roundup.
3.15 Mike and Buff.
3.30 The Mel Torme Show.
4.00 Western Trails.
5.00 The Bailey Goss Show.
6.00 The Adventures of Kit Carson.
6.30 Six Bells: Wm. B. Matthews.
6.55 "Hi, Maryland!"
7.00 Sunpapers Television News.
7.15 WMAR-TV Presents.
7.30 Douglas Edwards and the News.
7.45 Music Hall.
8.00 Film Feature.
9.00 Crime Syndicated.
9.30 Republican National Convention: Addresses by Herbert Hoover and Joe Martin.
11.30 Power Tool Demonstration.
11.35 Faith For Today.
12.05 Sunpapers Television News.

WEDNESDAY, JULY 9

10.00 Morning News.
10.15 CBS Morning News.
10.30 Arthur Godfrey Time.
10.45 The Al Pearce Show.
11.15 Bride and Groom.
11.30 Strike It Rich: Warren Hull.
12.00 "The Egg and I."
12.15 "Love of Life."
12.30 Republican National Convention.
5.00 The Bailey Goss Show.
6.00 Boots and Saddles.
6.55 "Hi, Maryland!"
7.00 Sunpapers Television News.
7.15 Meet The Champs: Ad Wienert.
7.30 Douglas Edwards and the News.
7.45 The Perry Como Show.
8.00 Arthur Godfrey and His Friends
9.00 Strike It Rich: Warren Hull.
9.30 Republican National Convention.
11.30 Hollywood Hits.
12.45 Sunpapers Television News.

THURSDAY, JULY 10

10.00 Arthur Godfrey Time.
10.15 CBS Morning News.
10.30 Arthur Godfrey Time.
10.45 The Al Pearce Show.
11.15 Bride and Groom.
11.30 Strike It Rich: Warren Hull.
12.00 "The Egg and I."
12.15 "Love of Life."
12.30 Republican National Convention.
5.00 Bailey Goss Show.
6.00 Boots and Saddles.
6.55 "Hi, Maryland!"
7.00 Sunpapers Television News.
7.15 WMAR-TV Presents.
7.30 Douglas Edwards and The News.
7.45 Music Hall: Patti Page.
8.00 Al Pearce Show.
8.30 Amos 'n' Andy.
9.00 To Be Announced.
9.30 Republican National Convention
12.00 Sunpapers Television News.

FRIDAY, JULY 11

10.00 CBS Morning News.
10.30 The Al Pearce Show.
11.00 Bride and Groom.
11.30 Strike It Rich: Warren Hull.
12.00 "The Egg and I."
12.15 "Love of Life."
12.30 "Search For Tomorrow."
12.45 First Edition: Sunpapers TV News.
12.55 "Hi, Maryland!"
1.00 The Woman's Angle: Ann Mar.
1.30 The Garry Moore Show.
2.30 The Guiding Light.
2.45 Mike and Buff.
3.00 Block Party: George Rogers.
3.30 Summer School.
4.00 Western Trails.
5.30 The Bailey Goss Show.
6.00 Boots and Saddles.
6.55 "Hi, Maryland!"
7.00 Sunpapers Television News.
7.15 The Feminine Angle: Ilka Chase.
7.30 Douglas Edwards and The News.
7.45 The Perry Como Show.
8.00 Arthur Murray Party.
8.30 Pantomime Quiz.
9.00 Playhouse of Stars.
9.30 Footlights Theater.
10.00 "Police Story."
10.30 Harness Racing.
11.30 "The Pastor's Study."
12.00 Sunpapers Television News.

SATURDAY, JULY 12

10.00 Boots and Saddles.
11.00 Space Patrol.
11.30 Smilin' Ed's Gang.
12.00 Big Top: Live Circus.
1.00 The Collegians.
2.00 WMAR-TV PRESENTS.
2.30 Sunpapers Television News.
2.45 Saturday Matinee.
4.00 The Bailey Goss Show.
6.00 The Big Picture.
6.30 The Sammy Kaye Show.
7.00 National Amateur Time: B. Goss.
7.30 Beat The Clock: Bud Collyer.
8.00 Songs For Sale.
9.00 Feature Film:
10.00 Roller Derby.
10.30 Gunther Premium Playhouse: "Counterfeiters," Lon Chaney, Jr., John Sutton, Doris Merrick.
12.00 "It's Great To Be Alive."
12.05 Sunpapers Television News.

THE DEMOCRATIC CONVENTION WILL BE TELECAST STARTING JULY 21

YOUR STATION FOR FULL CONVENTION COVERAGE

WMAR-TV

CHANNEL 2

"Your Convention Channel"

Television Applications Filed at FCC

(Continued from page 66)

President **E. Harold Munn Sr.** (6,000 sh), Chairman of Board **James W. Wilson** (1,500 sh), Station Director **E. Harold Munn Jr.** (6,400 sh), Secretary **Frederick G. Hodge** (150 sh), **A. J. Melbom** (3,200 sh), **Hugh E. Salway** (3,300 sh). Total of 35,460 sh issued.

†FLINT, Mich.—Booth Radio and Television Stations Inc. (WBBC), VHF Ch. 12 (204-210 mc); ERP 316 kw visual; 158 kw aural; antenna height above average terrain 982 ft., above ground 1,020 ft. Estimated construction cost $595,737, first year operating cost $548,645, revenue $634,400. Post Office address: John L. Booth, 700 Buhl Bldg., Detroit 28, Mich. Studio location: 112 W. Water St., Flint. Transmitter location: Near Montrose, Mich., on State Highway 13. Geographic coordinates 43° 12′ 36″ N. Lat., 83° 55′ 44″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Pierson & Ball, Washington. Engineer Edward H. Clark. Principals include President **John L. Booth** (84.3%); Mrs. **John L. Booth** (9.4%), and **John L. Booth II** (6.3%). Booth Radio and Television also is licensee of WJLB Detroit and WSGW Saginaw, Mich.

FLINT, Mich.—W. S. Butterfield Theatres Inc. (WUOM), UHF Ch. 16 (482-488 mc); ERP 998.2 kw visual, 499.1 kw aural; antenna height above average terrain 1133 ft., above ground 1053 ft. Estimated construction cost $820,623, first year operating cost $260,000, revenue $290,000. Post Office address: 1492 National Bank Bldg., Detroit 26, Mich. Studio location: Strand Theatre, 515-521 S. Saginaw St. Transmitter location: 70 mi. N 80 degrees E of Holly. Geographic coordinates 42° 48′ 21″ N. Lat., 83° 29′ 37″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer George P. Adair, Washington. Principals include President-Treasurer **M. F. Gowthorpe,** Vice President-Secretary **William A. Ruble,** Vice President **Paul W. Seippel,** Vice President **H. Edward Stuckey,** Bijou Theatrical Enterprise Co., Detroit, sole stockholder class A, class C (100%), the Regents of the University of Michigan, sole stockholder class B (100%).

FLINT, Mich.—Trebit Corp. (WFDF), VHF Ch. 12 (204-210 mc), ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,000 ft., above ground 979.5 ft. Estimated construction cost $551,418, first year operating cost $443,000, revenue $450,000. Post Office address: 503 S. Saginaw St., Flint, Mich. Studio location: 503 S. Saginaw St. Transmitter location: intersection of Bray & Frances Roads. Geographic coordinates 43° 08′ 09″ N. Lat., 83° 39′ 38″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Gillett & Bergquist, Washington. WFBM Inc. Indianapolis owns 100% of stock. Principals include President **Harry M. Bitner,** Vice President **H. M. Bitner Jr.,** Secretary **Lester W. Lindow,** Treasurer and Assistant Secretary **Melvin C. Green.** WFBM Inc. owns WFBM-AM-FM Indianapolis and WEOA Evansville, Ind., and controls WOOD Grand Rapids and WFDF Flint, both Mich.

DULUTH, Minn.—Head of the Lakes Bcstg. Co. (WEBC), VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 677 ft., above ground 449 ft. Estimated construction cost $297,633, first year operating cost $240,000, revenue $290,000. Post Office address: WEBC Bldg., 4th Ave. W. and Superior St., Duluth. Studio and transmitter location: 4th Ave. W. and Superior St. Geographic coordinates 46° 47′ 28″ N. Lat., 92° 06′ 52″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Arthur W. Scharfeld, Washington. Principals include President **Morgan Murphy** (20.125%), Vice President **W. C. Bridges** (10%), Secretary-Treasurer **Clough Gates** (0.125%), **R. L. Griggs** (5%), Evening Telegram Co. (32.125%), Northwest Paper Co. (32.375%).

JACKSON, Miss. — Standard Life Bcstg. Co. (WSLI), VHF Ch. 12 (204-210 mc); ERP 216 kw visual, 108 kw aural; antenna height above average terrain 604 ft., above ground 577 ft. Estimated construction cost $412,523, first year operating cost $215,640, revenue $226,850. Post Office address: P.O. Box 1847, Jackson, Miss. Studio and transmitter location: West of Robinson Rd. extension about 0.3 mi. N of Route 18. Geographic coordinates: 32° 17′ 00″ N. Lat., 90° 15′ 49″ W. Long. Transmitter GE, antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Commercial Radio Equip. Co., Washington. Principals include President **W. R. Newman** (.4%), Chairman of the Board **Charles H. Russell** (.4%), Treasurer - Manager **L. M. Sepaugh** (23.2%), Secretary **Stone M. Smith, T. B. Lanford** (22.8%); Standard Life Ins. Co. has 52.8% interest.

† HANNIBAL, Mo.—Courier-Post Pub. Co. (KHMO), VHF Ch. 7 (174-180 mc); ERP 10.8 kw visual, 5.4 kw aural; antenna height above average terrain 618 ft., above ground 537 ft. Estimated construction cost $206,218, first year operating cost $84,000, revenue unknown. Post Office address: 102½ S. Main St., Hannibal. Studio and transmitter location: N. of intersection of US Hwy. 61 & Mark Twain Ave. on Hannibal-La Grange college tract. Geographic coordinates 39° 43′ 56″ N. Lat., 91° 23′ 32″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Eliot C. Lovett, Esq., Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **P. D. Adler** (0.9%), Secretary-Treasurer **E. L. Sparks** (13.75%), Vice President **J. G. Jeffries** (3.82%), **Laura Lee** (41.8%), **Mrs. J. F. Powell** (9.32%); E. P. Adler estate (9.86%, stock voted by Philip D. Adler), **Charles R. Munson** (5.4%).

† KANSAS CITY, Mo.—WHB Bcstg. Co. (WHB), VHF Ch. 9 (186-192 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 832 ft., above ground 753 ft. Estimated construction cost $1,472,924, first year operating cost $982,137, revenue $1,150,000. Post Office address: Scarritt Bldg., 9th & Grand Ave., Kansas City 6, Mo. Studio and transmitter location: 26 W. 31st St. Terrace, Kansas City, Mo. Geographic coordinates: 39° 04′ 13″ N. Lat., 94° 35′ 09″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **Donald D. Davis** (0.2%), Vice President-Treasurer **John F. Cash** (0.2%), Vice President **John T. Schilling,** Secretary **R. B. Caldwell** (0.2%), **Lathrop G. Backstrom** (99.4%). Beneficial owner of 100% of stock (500 shares) is Cook Paint and Varnish Co. (parent).

ST. LOUIS, Mo.—St. Louis Amusement Co., VHF Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 596.5 ft., above ground 573.5 ft. Estimated construction cost $779,353, first year operating cost $1,042,025, revenue $1,338,000. Post Office address: 527 N. Grand St., St. Louis 3. Studio and transmitter location: Grand Blvd. & Delmar Ave., St. Louis. Geographic coordinates 38° 38′ 24″ N. Lat., 90° 13′ 47″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Clagett & Schilz, Washington. Consulting engineer William L. Foss Inc., Washington. Principals include President **Edward B. Arthur** (1 sh.), president of Ambassador Investment Corp., 52% owner of applicant; Vice President **David G. Arthur;** Secretary-Treasurer **James H. Arthur** (1 sh.), secretary of Fanchon & Marco Inc.; Ambassador Investment Corp., St. Louis (52%); Fanchon & Marco Enterprises Inc. (42%).

GREAT FALLS, Mont. — Montana Farmer Inc. (KMON), VHF Ch. 3 (60-66 mc); ERP 1.7 kw visual, 0.85 kw aural; antenna height above average terrain 229 ft., above ground 399 ft. Estimated construction cost $178,437, first year operating cost $177,000, revenue $165,000. Post Office address: 414 Second Ave., Great Falls. Studio and transmitter location: Tribune Bldg. Geographic coordinates 47° 30′ 24″ N. Lat., 111° 17′ 56″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Alexander Warden** (0.16%). Treasurer **Eleanor C. Warden and** Secretary **Lester Cole** (19.66%). *The Great Falls Tribune* owns 80% of stock.

† OMAHA, Neb.—KFAB Bcstg. Co. (KFAB), VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 666 ft., above ground 650 ft. Estimated construction cost $876,703, first year operating cost $480,000, revenue $550,000. Post Office address: 620 Farnam Bldg., Omaha. Studio and transmitter loca-

(Continued on page 74)

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"HOME COOKING" WITH MR. AND MRS. IS TELEVISED MONDAY THRU FRIDAY 11:00 TO 11:45 A.M. FROM THE MODERN WAAM KITCHEN . . . AND THE RESULTS ARE AMAZING!

Every morning, Monday thru Friday, at eleven, Mr. and Mrs. get to work in a kitchen set up just for television. The WAAM cameras see everything that goes on in the oven, the pots and pans, the chopping board, the mixing bowls, etc. At home, thousands and thousands of Maryland housewives sit and watch while Mr. and Mrs. demonstrate how to prepare the most delicious meals in the most economical manner. The sponsored products are sold beautifully and solidly. THE COST IS LOW—$48 per participation less frequencies—one of the sweetest buys in television. *Look into it!*

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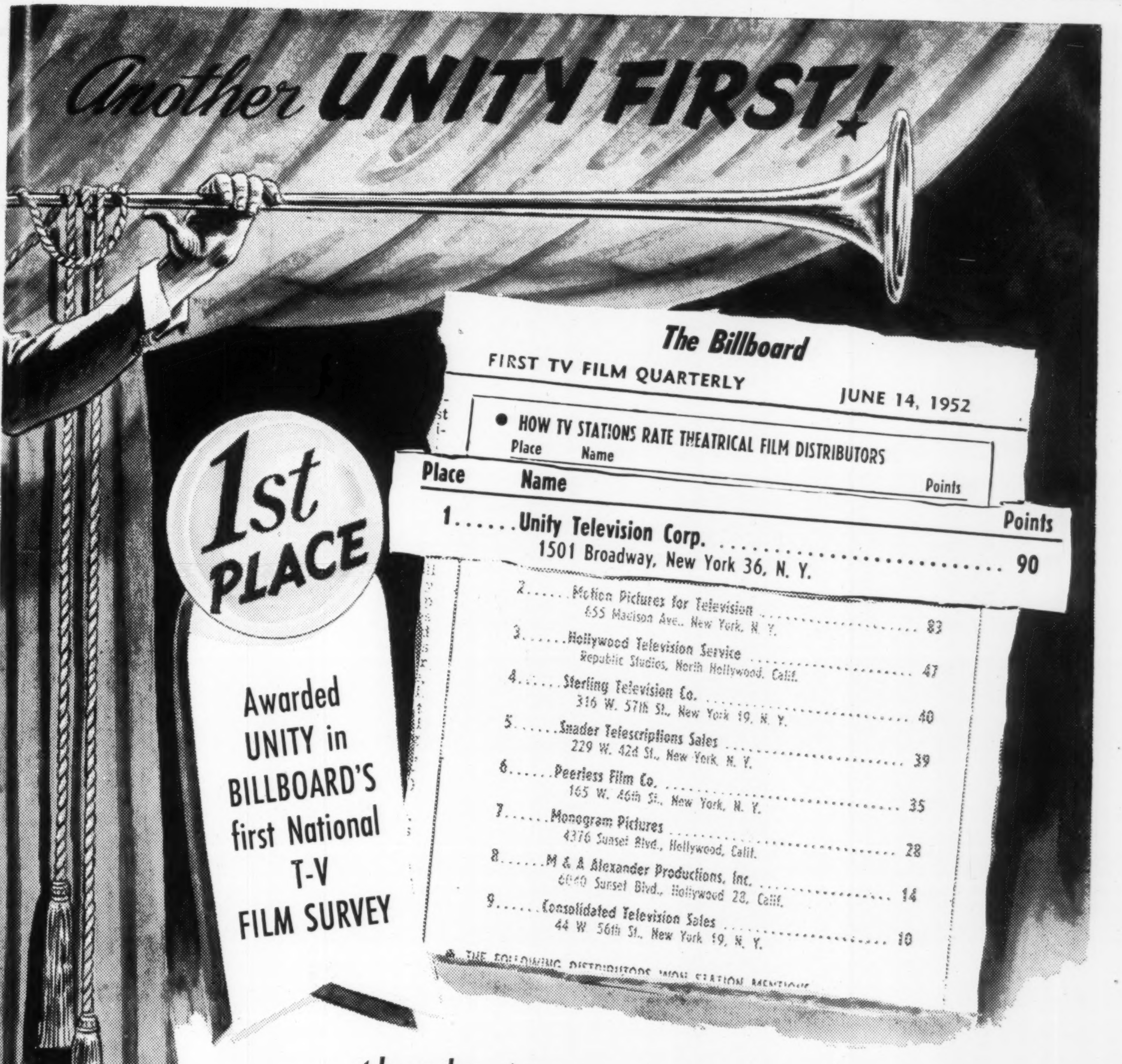

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Place	Name	Points
1	**Unity Television Corp.** 1501 Broadway, New York 36, N. Y.	90
2	Motion Pictures for Television 655 Madison Ave., New York, N. Y.	83
3	Hollywood Television Service Republic Studios, North Hollywood, Calif.	47
4	Sterling Television Co. 316 W. 57th St., New York 19, N. Y.	40
5	Snader Telescriptions Sales 229 W. 42d St., New York, N. Y.	39
6	Peerless Film Co. 165 W. 46th St., New York, N. Y.	35
7	Monogram Pictures 4376 Sunset Blvd., Hollywood, Calif.	28
8	M & A Alexander Productions, Inc. 6040 Sunset Blvd., Hollywood 28, Calif.	14
9	Consolidated Television Sales 44 W. 56th St., New York 19, N. Y.	10

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every station in the nation
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ARCHE MAYERS	"BOB" WORMHOUDT	"CONNIE" LAZAR	LEN FIRESTONE	SID WEINER
President	Sales Manager	Program Director	Eastern Div. Mgr.	TV Booker
~~~

Television Applications Filed at FCC

(Continued from page 72)

tion: 33rd & Farnam Sts. Geographic coordinates 44° 15′ 36″ N. Lat., 95° 57′ 36″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Principals include **Journal-Star Printing Co.** (50%) and **Sidles Co.** (50%).

MANCHESTER, N. H.—New Hampshire Bcstg. Inc. (WFEA), VHF Ch. 9 (186-192 mc); ERP 234.029 kw visual, 117.036 kw aural; antenna height above average terrain 1091.6 ft., above ground 290.5 ft. Estimated construction cost $447,410, first year operating cost $325,776, revenue $398,000. Post Office address: 286 Franklin St., Manchester. Studio location: 286 Franklin Street. Transmitter location: on top of South Uncanoonuc Mountain. Geographic coordinates 42° 58′ 59″ N. Lat., 71° 35′ 15.5″ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna and Wilkinson, Washington. Consulting engineer John H. Mullaney, Washington. Principals include Treasurer **Samuel G. Camann** (50%). President **Morris Silver** and Vice-President **Henry R. Silver** who own 50% each of One-Seventy-Seven Granite Street, Inc., which owns 50% of the Applicant. The Applicant is also licensee of WKXL Concord.

† **ALBUQUERQUE, N. M.—Alvarado Bcstg. Co. Inc. (KOAT)**, VHF Ch. 13 (210-216 mc); ERP 33.725 kw visual, 16.86 kw aural; antenna height above average terrain 4252 ft., above ground 137 ft. Estimated construction cost $219,956, first year operating cost $156,000, revenue $208,000. Post Office address: 122 S. Tulane, Albuquerque. Studio location: 122 S. Tulane. Transmitter location: Sandia Crest. Geographic coordinates 35° 12′ 40″ N. Lat., 106° 27′ 02″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer William H. Carman, Albuquerque. Principals include President **Herbert Wimberly** (49.5%); Vice-President and General Manager **Albert M. Cadwell** (49.5%) 17¼% owner of WCLS, Baton Rouge, La. Applicant also is licensee of KTRC Santa Fe and lessee of KRSN Los Alamos.

ALBANY, N. Y.—Governor Dongan Bcstg. Corp. (WOKO), UHF Ch. 23 (524-530 mc); ERP 216 kw visual, 115 kw aural; antenna height above average terrain 1,081 ft., above ground 191½ ft. Estimated construction cost $400,730, first year operating cost $274,718, revenue $375,000. Post Office address: Wellington Hotel, 136 State St., Albany. Studio location: rear of 1025 Central Ave., Albany. Transmitter location: 2.2 mi. W of New Salem, N. Y. on Camp Pinnacle Rd. Geographic coordinates: 42° 37′ 39″ N. Lat., 74° 00′ 38″ W. Long. Transmitter GE, antenna GE. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **James T. Healey** (18.27%), Vice President **Chester T. Hubbell** (05.58%), Treasurer **John Aiello** (08.42%), Secretary **Charles J. Tobin Jr.** (02.13%), **Ira Mendleson** (06.39%), **R. Murray Willard** (06.09%), **Charles A. Simmons Jr.** (05.07%) and **Joseph Aiello** (09.13%).

ALBANY, N. Y.—U. of State of New York, State Education Dept., UHF Ch. 17* (488-494 mc); ERP 202.5 kw visual, 105.3 kw aural; antenna height above average terrain 1,432 ft., above ground 541.8 ft. Estimated construction cost $251,000. Post Office address: Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany. Studio and transmitter location: Albany. Geographic coordinates 42° 37′ 54″ N. Lat., 74° 00′ 57″ W. Long. Transmitter GE, antenna GE. Legal counsel Fischer, Willis & Panzer, Washington. Consulting engineer Francis E. Almstead. This is first of 10 noncommercial educational applications filed by N. Y. State Education Dept. Others already are filed for New York, Buffalo, Syracuse, Rochester.

BUFFALO, N. Y.—U. of State of New York, State Dept. of Education, UHF Ch. 23* (524-530 mc); ERP 200 kw visual, 105 kw aural; antenna height above average terrain 647.8 ft., above ground 539 ft. Estimated construction cost $251,500. Studio and transmitter location: Buffalo. Geographic coordinates 42° 42′ 51″ N. Lat., 78° 44′ 38″ W. Long. Transmitter GE, antenna GE. See Albany application.

† **JAMESTOWN, N. Y.—James Bcstg. Co. (WJTN)**, UHF Ch. 58 (734-740 mc); ERP 105 kw visual, 52.5 kw aural; antenna height above average terrain 722 ft., above ground 250 ft. Estimated construction cost $251,589, first year operating cost $93,500, revenue $84,000. Post Office address: 110 West Third St., Jamestown, N. Y. Studio location: 110 W. Third St. Transmitter location: Oak Hill Rd., Frewsburg, N. Y. Geographic coordinates 42° 02′ 40″ N. Lat., 79° 05′ 00″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President-Treasurer **Jay E. Mason** (76.63%), Vice President **Simon Goldman** (17.97%), Secretary **Hugh V. N. Bodine** (.23%), **Mabel Mason** (4.59%).

NEW YORK—U. of State of New York, State Education Dept., UHF Ch. 25* (536-542 mc); ERP 198 kw visual, 105 kw aural; antenna height above average terrain 498.4 ft., above ground 512.3 ft. Estimated construction cost $251,500. Studio and transmitter location: New York. Geographic coordinates 40° 32′ 51″ N. Lat., 74° 00′ 84″ W. Long. Transmitter GE, antenna GE. See Albany application.

† **NIAGARA FALLS, New York—The Niagara Falls Gazette Pub. Co. (WHLD-AM-FM)**, VHF Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 902 ft., above ground 935 ft. Estimated construction cost $584,000, first year operating cost $480,000, revenue $650,000. Post Office address: 310 Niagara Street, Niagara Falls, N. Y. Studio: Hotel Niagara. Transmitter location: Stanley Road, 1435 ft. E. of W. River Rd. Geographic coordinates 43° 00′ 19″ N. Lat., 79° 00′ 53″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Russell P. May, Washington. Principals include President **A. C. Deuel** (90.8%), Vice President **Earl C. Hull**, Vice President **R. T. Harrold** and Secretary-Treasurer **Ray M. Van Wagner** (2.4%).

† **PLATTSBURG, N. Y.—Plattsburg Bcstg. Corp. (WEAV)**, UHF Ch. 28 (554-560 mc); ERP 7.78 kw visual, 4.23 kw aural; antenna height above average terrain 1186.2 ft., above ground 424.5 ft. Estimated construction cost $175,797, first year operating cost $110,359, revenue $140,530. Post Office address: 153 Margaret St., Plattsburg, N. Y. Studio location: 153 Margaret St. Tranmsitter location: Rand Hill, Beckmantown Twp., 9.5 mi. at N 302° E of city of Plattsburg. Geographic coordinates 44° 46′ 17″ N. Lat., 73° 76′ 49″ W. Long. Transmitter GE, antenna GE. Legal counsel Frank Stollenwerck, Washington. Consulting engineer Russell P. May, Washington. Principals include President-Treasurer **George F. Bissell** (54.15%), Vice President **Bramon W. Bissell** (45.85%) and Secretary **Marie Bissell.**

ROCHESTER, N. Y.—U. of State of New York, State Education Dept., UHF Ch. 21* (512-518 mc); ERP 200 kw visual, 105.1 kw aural; antenna height above average terrain 721 ft., above ground 540 ft. Estimated construction cost $251,500. Studio and transmitter location: Rochester. Geographic coordinates 43° 08′ 23″ N. Lat., 77° 34′ 37″ W. Long. Transmitter GE, antenna GE. See Albany application.

† **ROCHESTER, N. Y.—WHEC Inc. (WHEC)**, VHF Ch. 10 (192-198 mc); ERP 125 kw visual, 62.5 kw aural; antenna height above average terrain 449 ft., above ground 325 ft. Estimated construction cost $648,719, first year operating cost $935,000, revenue $1,260,000. Post Office address: 40 Franklin St., Rochester, N. Y. Studio location: 1850 Winton Road, South, Brighton, N. Y. Transmitter location: Pinnacle Hill, Brighton, N. Y. Geographic coordinates 43° 08′ 07″ N. Lat., 77° 35′ 02″ W. Long. Transmitter GE, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Bernard C. O'Brien, Rochester, N. Y. Principals include President **Frank E. Gannett,** Vice President **Clarence Wheeler,** Secretary-Treasurer **H. W. Cruickshank** and **Francke P. Pickard** (14.25%). Gannett Co. owns 85.75% of stock.

SYRACUSE, N. Y.—U. of State of New York, State Education Dept., VHF UHF Ch. 43* (644-650 mc); ERP 198 kw visual, 105 kw aural; antenna height above average terrain 471.2 ft., above ground 531.9 ft. Estimated construction cost $251,500. Studio and transmitter location: Syracuse. Geographic coordinates 43° 02′ 04″ N. Lat., 76° 07′ 36″ W. Long. Transmitter GE, antenna GE. See Albany application.

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UTICA, New York — WIBX Inc. (WIBX), UHF Ch. 19 (500-506 mc); ERP 18.3 kw visual, 10.2 kw aural; antenna height above average terrain 885 ft., above ground 465 ft. Estimated construction cost $269,901, first year operating cost $148,000, revenue $185,000. Post Office address: First National Bank Bldg., 187 Genesee St., Utica, N. Y. Studio location: First National Bank Bldg. Transmitter location: 4 mi. from Utica on top of Smith Hill. Geographic coordinates: 43° 08′ 41.5″ N. Lat., 75° 10′ 43.8″ W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer George F. Gautney, Washington. Principals include President and Treasurer **Margaret Bowen Stevens** (37%), Vice President **Elliott A. Stewart** and **Margaret Bowen Stevens,** executor of estate of **Scott H. Bowen** (51%).

ASHEVILLE, N. C.—Community TV Co., VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 150 kw aural; antenna height above average terrain 1191 ft., above ground 549 ft. Estimated construction cost $422,000, first year operating cost $225,000, revenue $250,000. Post Office address: Scenic Bldg., Asheville, N. C. Studio location: To be determined. Transmitter location: Sunset Mt. Geographic coordinates 35° 37′ 44″ N. Lat., 82° 31′ 55″ W. Long. Transmitter DuMont, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President-Treasurer **Earl R. Bamford** (86.8%), president and 33⅓ owner of Radio Asheville Inc. (WSKY Asheville); Vice President **Zeb Lee** (0.2%), secretary and 33⅓ owner Radio Asheville; Secretary **D. L. Graham** (1%).

ASHEVILLE, N. C. — Radio Station WISE Inc. (WISE), UHF Ch. 62 (758-764 mc); ERP 22.9 kw visual, 12.9 kw aural; antenna height above average terrain 1,138 ft., above ground 154 ft. Estimated construction cost $122,600, first year operating cost $180,000, revenue $180,000. Post Office address: 89 College St., Asheville. Studio location: Langren Hotel, Asheville. Transmitter location: 5 mi. W of Asheville on Spivey Mtn. Geographic coordinates 35° 36′ 04″ N. Lat., 82° 39′ 05″ W. Long. Transmitter DuMont, antenna GE. Consulting engineer George C. Davis, Washington. Principals include President-Treasurer **Harold H. Thoms** (over 99%), Secretary **Meredith S. Thoms** (less than 1%).

DURHAM, N. C.—Durham Radio Corp. (WDNC), VHF Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 674 ft., above ground 674 ft. Estimated construction cost $505,545, first year operating cost $417,840, revenue $429,004. Post Office address: 138½ East Chapel Hill St., Durham. Studio location: 138½ East Chapel Hill St. Transmitter location: U. S. Highway 70, 4.5 mi. NW of Durham. Geographic coordinates 36° 01′ 57″ N. Lat., 78° 57′ 43″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer George C. Davis, Washington. Principals include President **C.C. Council,** president of Durham Herald Co.; Vice President **J. Frank Jarman,** vice president and general manager Durham Radio Corp.; Secretary-Treasurer **Mrs. E. T. Rollins,** vice president Durham Herald Co., and Assistant Secretary and Treasurer **D. F. Germino,** business manager Herald Co.

CANTON, Ohio—Stark Bcstg. Corp. (WCMW), UHF Ch. 29 (560-566 mc); ERP 90.4 kw visual, 45.2 kw aural; antenna height above average terrain 659 ft., above ground 522¾ ft. Estimated construction cost $270,250, first year operating cost $198,120, revenue $224,640. Post Office address: Hills and Dales Rd., Canton, Ohio. Studio location: To be determined. Transmitter location: Rt. 30, Canton. Geographic coordinates 40° 47′ 06″ N. Lat., 81° 18′ 26″ W. Long. Transmitter RCA, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer James C. McNary, Washington. Principals include President **S. L. Huffman** (32%), Treasurer **Kenneth B. Cope** (32%), Secretary **D. L. Buchanan** and **R. W. Loichot** (32%).

CLEVELAND, Ohio — Cleveland Bcstg., Inc. (WERE-AM-FM), UHF Ch. 65 (776-782 mc); ERP 202.4 kw visual, 101.2 kw aural; antenna height above average terrain 665 ft., above ground 434 ft. Estimated construction cost $406,735, first year operating cost $330,000, revenue $275,000. Post Office address: 1501 Euclid Ave., Cleveland. Studio location: 1501 Euclid Ave., Cleveland. Transmitter location: 9256 Ridge Road. Geographic coordinates: 41° 20′ 28″ N. Lat., 81° 44′ 29″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer George P. Adair, Washington. Principal include President **Ray T. Miller** (14.6%), Vice President **Paul C. Aiken** (3.28%), Secretary **Ray L. Lamb** (2.2%) and **Donald W. Horbeck** (7.16%).

LIMA, Ohio — WLOK, Inc. (WLOK-AM-FM), UHF Ch. 41 (632-638 mc); ERP 19.10 kw visual, 9.55 kw aural; antenna height above average terrain 318 ft., above ground 320 ft. Estimated construction cost $130,731, first year operating cost $102,000, revenue $109,900. Post Office address: 1101 National Bank Bldg. Studio location: 1424 Rice Avenue. Transmitter location: Same. Geographic coordinates 40° 44′ 53.5″ N. Lat., 84° 07′ 55.5″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Lloyd A. Pixley** (51%) has controlling interest. Lake Erie Bcstg. Co. (WLEC-Sandusky, O.), Pixleys Inc. (WCOL-AM-FM Columbus, O.); Vice President-Treasurer **W. Lyman Case Jr.** (16.4%) principal in various realty firms; Secretary **Thomas B. Runyan;** Treasurer **George N. Brown; Ward C. Case** (16.4%); **Robert B. Case** (16.2%),

† **YOUNGSTOWN, Ohio—Polan Industries,** UHF Ch. 33 (584-590 mc); ERP 169 kw visual, 84.5 kw aural; antenna height above average terrain 678 ft., above ground 544 ft. Estimated construction cost $326,000, first year operating cost $200,000, revenue $225,000. Post Office address: 321 8th St. (P.O. Box 1720), Huntington, W. Va. Transmitter location: 2.5 mi. NW of Hubbard, Ohio. Geographic coordinates 41° 11′ 23″ N. Lat., 80° 36′ 58″ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include **Albert S. Polan, E. G. Polan, Lincoln M. Polan, Charles M. Polan, Lake Polan Jr.,** a partnership d/b/a Polan Industries, each holds 20%.

† **TULSA, Okla.—Southwestern Sales Corp. (KVOO)** VHF Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 424 ft., above ground 443 ft. Estimated construction cost $476,750, first year operating cost $405,000, revenue $485,000. Post Office address: Philtower Bldg., 423 South Boston Ave., Tulsa, Okla. Studio and transmitter location: Philtower Bldg., 423 S. Boston Ave. Geographic coordinates 36° 09′ 08″ N. Lat., 95° 59′ 18″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow Lohnes & Albertson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **P. Q. Proctor,** Vice President **William B. Way,** Secretary **C. F. Caldwell,** Treasurer **C. A. O'Donavan, W. G. Skelly** (100%).

PORTLAND, Ore.—KXL Broadcasters (KXL), VHF Ch. 6 (82-88 mc); ERP 72 kw visual, 36 kw aural; antenna height above average terrain 1,088 ft., above ground 283 ft. Estimated construction cost $234,800, first year operating cost $380,000, revenue $285,000. Post Office address: Orpheum Bldg., Portland. Studio location: Orpheum Bldg. Transmitter location: Mt. Scott, 7.6 mi. SE of center of city. Geographic coordinates 45° 27′ 17″ N. Lat., 122° 33′ 01″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer George Adair, Washington. Principals include President **H. S. Jacobson** (3.4%), KXL manager; Vice President **E. B. Craney** (46.9%), 49.6% owner KXLY Spokane (see city for TV bid), 49.4% KXLF Butte, Mont., 42% KXLJ Helena, Mont., 30% KXLL Missoula, Mont., 49.6% KXLQ Bozeman, Mont., and Secretary-Treasurer **Frances R. Symons** (39.6%), 24.9% owner KXLF Butte, Mont.

PORTLAND, Ore.—Mt. Scott Telecasters Inc., (KGON), UHF ch. 21 (512-518 mc); ERP 215 kw visual, 110 kw aural; antenna height above average terrain 852 ft., above ground 190 ft. Estimated construction cost $306,603, first year operating cost $199,200, revenue $234,000. Post Office address: P. O. Box 391, Oregon City, Ore. Studio and Transmitter location: East View Road at Mt. Scott summit. Geographic coordinates 45° 27′ 14″ N. Lat., 122° 33′ 10″ W. Long. Transmitter GE, antenna GE. Consulting engineer Dwight D. Loomis, Portland, Ore. Principals include President **Irwin S. Adams** (51%), general manager KGON; Vice President **Dr. John H. Fitzgibbon,** president of KGON, and Secretary-Treasurer **Priscilla K. Adams** (24%), former vice president of KGON.

(Continued on page 77)

Why is every major network timing the Presidential Conventions with SELF WINDING CLOCKS?

SYNCH ONIZED
SELF WINDING

Style 37-15" SS.
Sweep Seconds; Self Winding

Yes, all the major *radio* and *television* networks (and most independents) covering the Republican and Democratic Conventions in Chicago for nation-wide audiences are relying on Self Winding Clocks for the timing and synchronization of their programs. This also holds true for other *regularly* scheduled local and national programs.

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- **Unaffected by AC power failures (self-powered)**
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WHEN TELEVISION enjoys constant viewer preference, developed from sound programming and smart merchandising.

Central New York's rich market is reached best through WHEN. When buying television,

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WHEN
TELEVISION
SYRACUSE
A MEREDITH TV STATION

film report

Sales . . .

Jerry Fairbanks Productions, Hollywood, has sold five TV film packages in 16 markets during the month of June. *Front Page Detective* has been set for WTCN-TV Minneapolis, WJAC-TV Johnstown, WBZ-TV Boston, WBAP-TV Fort Worth, KSD-TV St. Louis, KFMB-TV San Diego and WSAZ-TV Huntington, W. Va. *Hollywood Half-Hour* was purchased by KPRC-TV Houston. *Ringside With the Rasslers* will be telecast by KRON-TV San Francisco, KSL-TV Salt Lake City and KFMB-TV San Diego. *Public Prosecutor* is scheduled for WTCN-TV Minneapolis, WTVJ (TV) Miami and WSB-TV Atlanta. *Crusade Rabbit* is set for WCAU-TV Philadelphia.

* * *

Thrifty Drug Stores Inc., Los Angeles, has started *Holiday in Paris* on KNXT (TV) Hollywood, for 13 weeks from July 1. The half-hour musical variety series, starring **Delores Gray,** was filmed in Paris by **John Nasht Productions.** The agency is **Dan B. Miner Co.,** L. A.

* * *

Dudley Television Corp., Beverly Hills, is making three 90-second animated opening and three 90-second animated-live closing TV film commercials for **Philip Morris & Co.,** New York, for CBS-TV *I Love Lucy* series.

* * *

Peerless Television Productions, N. Y., has added five television stations to 16 already receiving feature films. The new stations are: WKRC-TV Cincinnati, WTCN-TV Minneapolis, WNAC-TV Boston, KING-TV Seattle and the Ford Dealers Assn. of Greater St. Louis using KSD-TV St. Louis.

* * *

Lou Lilly Productions, Hollywood, is completing five 60-second live action TV film commercials for **General Motors Corp.** (Oldsmobile Division).

Production . . .

Chet L. Swital & Assoc., Beverly Hills, has packaged a live half-hour TV series, *Tid-Bit Time,* designed for late-evening viewing by adults. **Freda Nelson,** star of KTTV (TV) Hollywood *Come to the Kitchen;* **Caesar Cardini,** salad expert and creator of Caesar salad, and **John (Barney) Anthony,** owner of Barney's Beanery, make up the program which features a featured dish and salad. Miss Nelson then takes the dieter's side and suggests the elimination or substitution of highly caloric ingredients. Three-minute sketch pays tribute to one great American food. **Charles Purnell** directs.

* * *

Sterling Television Co., New York, has acquired exclusive TV rights to a package of seven film shorts produced by the **Fortuna Film Corp.** The group includes deep sea fishing, archery, painting and a film on New Orleans' Mardi Gras among its subjects.

* * *

Producer **Adrian Weiss** is cutting and dubbing the recently finished 13 *Craig Kennedy Criminologist*

(Continued on page 78)

CBS TV CITY

Construction 70% Complete

CONSTRUCTION of CBS Television City in Hollywood is 70% complete and is now moving into its final phase, CBS-TV President J. L. Van Volkenburg announced Saturday.

Barring interruptions, Mr. Van Volkenburg reported, the plant will be ready for operation on the October deadline established at the outset of the project. Major work to be performed on the initial unit includes plastering, interior mechanical work and landscaping.

Initial unit of CBS Television City will occupy 25 acres at Beverly Blvd. and Fairfax Ave. and will include four large studios and an administration building.

'What's the Big Idea?'

HALF-HOUR philosophy show, *What's the Big Idea,* debuted yesterday (Sunday) on WBKB (TV) Chicago with Dr. Mortimer Adler of the U. of Chicago as the first guest. The show, packaged by Hamilton & O'Brien, Chicago, is being prepared as a live network feature. Each week a group of nationally-known thinkers, speakers and educators will discuss a provocative theme after it has been dramatized. Ideas will concern those of authors of "The Great Books of the Western World," a series published by *Encyclopaedia Britannica.*

AFM 5% DEMAND

May Slow Film Production

HOLLYWOOD'S major movie companies, stymied in their effort to circumvent the American Federation of Musicians' 5% demand for re-release of TV films, may slow down planned video production.

A two-year moratorium of the 5% payment plan, as proposed by top movie executives, reportedly has been turned down by letter June 20. The plan had been presented to AFM President James C. Petrillo and the AFM executive board June 19 [B•T, June 23].

The movie group, it was understood, told AFM executives that their studios were not interested in re-releasing old theatrical movies to TV "at this time" and that their primary purpose in meeting was to discuss royalty payments for music in TV films.

Independent Motion Picture Producers Assn. members meanwhile agreed to demand 5% payment of grosses realized from the sale of old movies to TV, but asked the AFM for "some relief on the reissue of old pictures." A revision of AFM policy on payment for rescoring those films was requested.

CHARLOTTE SETS

ARB Survey Shows 227,271

A NEW survey by American Research Bureau indicates there are 227,271 television sets in the WBTV (TV) Charlotte, N. C. area, the station has announced.

The ARB figures exceeded previous estimates, which the station had made by surveying dealers and distributors, by 75,175 sets.

"In confirmation of our belief that we had been underestimating our sets," a station announcement said, "the ARB survey shows we have 45% more sets than we have been claiming."

The ARB estimate was based on 2,211 personal interviews in 36 North and South Carolina counties.

Films to WLWT (TV)

INTERNATIONAL News Service Television Dept. announced last week the sale of seven new Hal Roach TV films to WLWT (TV) Cincinnati. These half-hour films, now available for syndication and offered in all markets, are: "The Brown Family," "Sadie and Sally," "Botsford Beanery," "Too Young," "Puddle Patch Club," "Our Main Street" and "Myrt and Marge."

KORLA PANDIT, pianist-organist, stars in thrice-weekly half-hour program on KTTV (TV) Hollywood for Descanso Gardens, La Canada, Calif., starting July 6 for 52 weeks. Agency is Allied Adv., Los Angeles.

RANGERTONE
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USED BY
Protestant Radio Center
Atlanta, Georgia
SYNC-SOUND
RANGERTONE
73 WINTHROP ST.
NEWARK 4, N. J.

Television Applications Filed at FCC

(Continued from page 75)

PORTLAND, Ore.—Oregon Television, Inc. VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 940 ft., above ground 205 ft. Estimated construction cost $413,579, first year operating cost $250,000, revenue $175,000. Post Office address: 1003 Loyalty Bldg., Portland. Studio location: Block 92, Holladay's Addition. Transmitter location: 4854 S. W. 19th St. Geographic coordinates 45° 29′ 19″ N. Lat., 122° 41′ 40″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel M. R. Barnes, Washington. Consulting engineer John Mullaney, Washington. Principals include President **Henry A. White** (15.1%), former Executive Vice President and General Manager of Commercial Iron Works, foundry and ship building firm; Vice-President-Treasurer **Stephen Eberly Thompson** (15.1%), lumber executive; Secretary **Robert L. Sabin** (7.6%), attorney; Director **Julius L. Meier Jr.** (22.6%), divisional merchandise manager, Meier & Franks Co., department store; General Manager **Walter J. Styles, Jr.** (1.9%), consulting engineer, most recently with KECA-TV Hollywood; **William A. Healy** (15.1%), vice-president in charge of Sales, Doernbecher Mfg. Co.

† **PORTLAND, Ore.—Pioneer Broadcasters Inc. (KGW-AM-FM),** VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 987 ft., above ground 205 ft. Estimated construction cost $530,568, first year operating cost $550,000, revenue $500,000. Post Office address: 1320 S.W. Broadway, Portland. Studio location: 1320 S.W. Broadway. Transmitter location: 4545 S.W. Council Crest Drive. Geographic coordinates 45° 29′ 20″ N. Lat., 122° 41′ 39″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Black, Kendall & Fain, Portland. Consulting engineer Harold C. Singleton, Portland. Principals include President **H Quenton Cox,** station manager KGW-AM-FM, Vice President **Mitzi E. Newhouse** (33⅓%), Vice President and Assistant Secretary-Treasurer **Donald Newhouse,** Secretary-Treasurer **Samuel I. Newhouse Jr.** (66⅔%).

SALEM, Ore.—Oregon Radio Inc. (KSLM), VHF Ch. 3 (60-66 mc); ERP 6.55 kw visual, 3.27 kw aural; antenna height above average terrain 984.37 ft., above ground 224 ft. Estimated construction cost $203,907, first year operating cost $200,000, revenue $225,000. Post Office address: c/o Senator Hotel, Salem, Ore. Studio location: Senator Hotel, Salem. Transmitter location: 4.8 mi. NW of Salem. Geographic coordinates: 44° 58′ 36″ N. Lat., 123° 08′ 43″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Black, Kendall & Fain, Portland, Ore. Consulting engineer Alvin H. Barnard, Portland, Ore. Principals include President **Glenn E. McCormick** (50%), Secretary-Treasurer **Paul V. McElwain** (50%) and Vice President **John W. Kendall.**

† **ALLENTOWN, Pa.—B. Bryan Musselman, et al. (WSAN-AM-FM),** UHF Ch. 39 (620-626 mc); ERP 107 kw visual, 54 kw aural; antenna height above average terrain 100 ft., above ground 193 ft. Estimated construction cost $256,817, first year operating cost $250,000, revenue $275,000. Post Office address: 39 N. Tenth St., Allentown, Pa. Studio location: 39 N. Tenth St. Transmitter location: Old Catasauqua Rd. Geographic coordinates 40° 38′ 10″ N. Lat., 75° 29′ 06″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Arthur W. Scharfeld, Washington. Consulting engineer Robert E. L. Kennedy; Kear & Kennedy, Washington. Principals include **B. Bryan Musselman** (17%), **Olivia P. Musselman** (17%), **Reuel H. Musselman** (17%), **Albert L. Wentz** (24½%) and **Paul I. Wentz** (24½%), all general partners.

ALLENTOWN, Pa.—Queen City TV Co., UHF Ch. 39 (620-626 mc); ERP 284 kw visual, 142 kw aural; antenna height above average terrain 746 ft., above ground 350 ft. Estimated construction cost $332,378, first year operating cost $240,000, revenue $255,000. Post Office address: Box 689, Allentown. Studio and transmitter location: 403-7 Savercool Ave. Geographic coordinates: 40° 35′ 53″ N. Lat., 75° 25′ 11″ W. Long. Transmitter GE, antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer E. C. Page, Washington. Principals include President **Frank Hausman** (15%), 60% owner of the General Paving Co., paving contractors; Vice President **Max Cornfield** (15%), 66⅔% owner of C&G, Emmaus, Pa., automobile sales, 66⅔% owner of Town Motor, Quakertown, Pa., automobile sales, and 66% owner of Preferred Finance, Emmaus, Pa., finance business; Vice President **Harold Stephens** (10%) 99% owner Harold Stephens Co., wholesale grocery business; Secretary **Ogden R. Davies** (7%), 33⅓% owner of Hanover Associates, a golf course, general manager and 4% owner of WKAP Allentown, general manager and 2.4% owner of WNAR Norristown, Pa.; Director **Farris E. Rahall** (34%), 25% owner of Raleigh Transit Co., Beckley, W. Va., city bus lines, secretary-assistant treasurer and 22% owner of WKAP Allentown, vice president and 25% owner of WNAR Norristown, Pa., secretary and 15% owner of WWNR Beckley, W. Va.

† **ALTOONA, Pa.—Gordon W. Levoy and John C. Kahn,** VHF Ch. 10 (192-198 mc); ERP 7.0 kw visual, 3.42 kw aural; antenna height above average terrain 1068 ft., above ground 207 ft. Estimated construction cost $254,100, first year operating cost $300,000, revenue $450,000. Post Office address: 6331 Hollywood Blvd., Hollywood, Calif. Studio and transmitter location: approx. 7 mi. nw of Altoona. Geographic coordinates not determined. Transmitter RCA, antenna RCA. Legal counsel and consulting engineer Gordon W. Levoy, Hollywood, Calif. Principals include President **Gordon W. Levoy** (50%) and Secretary - Treasurer **John C. Kahn** (50%).

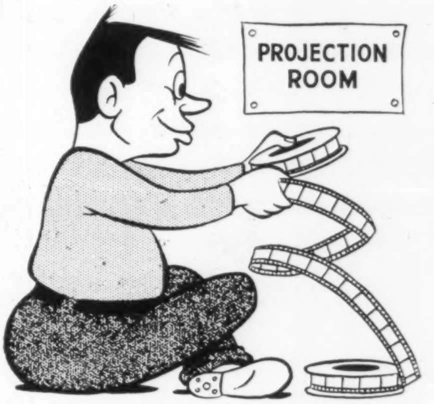
† **ALTOONA, Pa.—The Gable Bcstg. Co. (WFBG),** VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 990 ft., above ground 174 ft. Estimated construction cost $386,132, first year operating cost $182,499, revenue $255,883. Post Office address: 1320-22 11th Ave., Altoona, Pa. Studio location: 1321 11th Ave. Transmitter location: Wopsononock Mountain, 5 mi. NW of Altoona. Geographic coordinates 40° 34′ 01″ N. Lat., 78° 26′ 31″ W. Long. Transmitter GE, antenna GE. Legal counsel George O. Sutton, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **George P. Gable** (20%), Vice President **W. S. Truby** (20%) and Secretary-Treasurer **E. C. Callaway** (20%).

† **EASTON, Pa. — Easton Pub. Co. (WEEX-FM),** UHF Ch. 57 (728-734 mc); ERP 103 kw visual, 51.5 kw aural; antenna height above average terrain 762 ft., above ground 167 ft. Estimated construction cost $290,241, first year operating cost $108,000, revenue unknown. Post Office address: 30 N. Fourth St., Easton, Pa. Studio location: WEEX Studios, State Hwy. 115, Easton. Transmitter location: Northampton Cty., Pa. Geographic coordinates 40° 37′ 35″ N. Lat., 75° 15′ 19″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Hanson, Lovett & Dale, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include President-Treasurer **J. L. Stackhouse,** Vice President-Secretary **Adele S. Fretz,** Vice President **Anna M. Snyder.**

† **ERIE, Pa.—Great Lakes Television Co.,** UHF Ch. 35 (596-602 mc); ERP 66 kw visual, 35.5 kw aural; antenna height above average terrain 415 ft., above ground 400 ft. Estimated construction cost $337,625, first year operating cost $192,000, revenue $180,000. Post Office address: G. Daniel Baldwin Bldg., Erie, Pa. Studio and transmitter location: Grandview and Parade Blvds. Geographic coordinates 42° 05′ 77″ N. Lat., 80° 03′ 14.5″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Arthur W. Scharfeld, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Jacob A. Young** (23.6%), President Presque Isle Bcstg. Co. (WERC); Vice President **A. R. Minadeo** (20%), Vice President-General Manager **Charles E. Denny** (10.5%), general manager WERC; Treasurer **B. Walker Sennett** (10.5%), Secretary **James A. Quisenberry** (5%).

HARRISBURG, Pa. — Rossmoyne Corp. UHF Ch. 27 (548-554 mc); ERP 103.4 kw visual, 51.7 kw aural; antenna height above average terrain 680 ft., above ground 146 ft. Estimated construction cost $183,315, first year operating cost $200,000, revenue $180,000. Post Office address: 322 Market St., Lemoyne, Pa. Studio location: not designated. Transmitter location Blue Mt., 1 mi. NE of Summerdale, Cumberland Co. Geographic coordinates 40° 19′ 26″ N. Lat., 76° 55′ 35″ W. Long. Transmit-

(Continued on page 85)



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established
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Channel-8
KFMB-AM
550-K.C.
John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Branham Co

Film Report

(Continued from page 76)

TV film series, making a total of 26, starring **Donald Woods.** Upon completion, Mr. Weiss will start lining up 13 more "Kennedy's" for fall shooting. **Louis Weiss & Co.,** Los Angeles, distributes the series for Adrian Weiss Productions.

* * *

Teleradio Productions, Hollywood, headquartered at General Service Studios, has been organized by **Wade Crosby** and **Edward B. Morris** as general partners. Motion picture writer, **Eddie Moran,** will act as producer on series of 26 half-hour films titled *The Role I'd Like to Play.* Plans call for eight Hollywood names to be featured in each program, dramatic in content.

* * *

Sam Marx, producer for Columbia Pictures Corp., plans production on dramatic half-hour TV series with filming scheduled in England, France and Italy. **Archie Mayo** is set as the director.

* * *

Production on NBC-TV *Hopalong Cassidy* starts Aug. 4 at the Placeritos Ranch, Newhall, Calif., with each half-hour film's format similar to the re-issued motion pictures. Starring **William Boyd** under the banner **William Boyd Productions,** the first telecast will be Oct. 1. **Derwin Abrams** and **Tommy Carr** will direct the first 26 programs from scripts by **Harrison Jacobs** and **Sherman Lowe. Glen Cook** is production manager.

* * *

Negotiations have been concluded between **Roland Reed Productions,** Culver City, and **Societa Radio Audizioni Italia,** Rome (TV distributing firm), whereby 39 half-hour films from ABC-TV *Trouble With Father* series will be shown in Italy. This marks the first sale away from General Mills, which has exclusive domestic rights. Set for fall telecast, the films will be dubbed in Italian.

* * *

Johnny Maschio, head of Artists Ltd., Hollywood (talent agency), is producing two half-hour TV film series, the pilot films of which will be included in CBS-TV *Schlitz Playhouse of Stars.* The first program in *I Want to Be a Star,* featuring **James Dunne** and **Eleanore Donohue,** has been completed. **Eddie Mann** directed from a script by **Katherine** and **Dale Eunson.** Production is starting on the pilot film of *Your Neighborhood,* human interest series starring **Pat O'Brien.** TV scripts will be adapted by **Bill Cox** from his original short stories.

Edward Lewis is in charge of overall production on both series.

* * *

Louis D. Snader, president of **Snader Telescriptions Corp.,** Beverly Hills, has acquired the TV distribution rights to "The Medium," feature film produced by **Gian Carlo-Menotti** now playing the art theatres.

* * *

Louis Weiss & Co., Los Angeles, will distribute *Canine Comments,* half-hour TV series being filmed by **David Wade Productions,** Dallas, 13 of which have been completed.

* * *

Maurice Kosloff Productions, Hollywood, has completed "Gypsy Flame," first in new half-hour TV film series, *Evolution of the Dance.* Remainder of the series, directed by **George Moskov,** will feature dances native to various countries.

Film People . . .

Phillip Sockett, head of Phillip Sockett Mfg. Co., Los Angeles (leather goods), has been named president of the recently incorporated **Wilshire Television Productions.**

* * *

Benton Paschall, vice president and West Coast manager of the recently suspended Liberty Broadcasting System, has been named general sales manager for **Hal Roach Studios,** Culver City. Under a new set-up, which he will head, complete video film packages will be available to advertisers and agencies.

* * *

Harold J. Mulnix, formerly advertising and public relations director of **Alexander Film Co.,** Colorado Springs, has transferred to the firm's California sales staff. He is being replaced by **Robert H. Geddy Jr.,** house magazine editor.

CBS-TV at St Louis

CBS TELEVISION has optioned property in the Carondelet area near St. Louis on which to erect a new television transmitter to serve the city and surrounding area, Merle Jones, CBS-TV vice president, said June 26. He said the network would apply in the near future for a construction permit with the FCC and hopes to complete studio and transmitting facilities "within a reasonable length of time." CBS is licensee of KMOX St. Louis.

POLITICAL SHOW

KANS to Relay WKY-TV Signal

KANS Wichita will present the Republican and Democratic conventions on television to an audience in the Wichita Forum as a public service to listeners. Announcement of the plan was made last week by Archie Taylor, KANS general manager [B•T, June 30].

The plan was worked out in spite of considerable technical difficulty by O. L. Ted Taylor, president of Taylor Radio & Television Corp., licensee of KANS; engineers W. G. Egerton, Ted Heithecker and Max Miller and the Southwestern Bell Telephone Co.

KANS will pick up the signal of WKY-TV Oklahoma City at Enid, Okla., and will transit it by radio relay from Enid to Renfro, Okla., to Wellington, Kan., to Wichita. About 60 sets will be set up at Wichita. Admissions will be by cards, which will be distributed without charge and which will entitle the holder to admission for two persons.

FILM FIRMS MERGE

Will Distribute Features

MERGER of Film Group, Hollywood, and Europe Films Inc., London, to be known as Film Group-Europe Films Worldwide Inc. was announced by Forrest Judd, head of the former firm and president of the new organization. Present offices are at 63 Wall St., New York.

Plans call for the distribution of foreign language feature films to American TV stations. George Gale is in charge of the English dubbing and re-editing, to be done by Film Group Color Productions Inc., Bombay.

First effort of the group will be "The Zoo," a German motion picture produced by Joachim Matthes who will release an additional 12 features to the firm.

New Sports Quiz Show

ETHYL Corp., New York, through BBDO, same city, sponsors *Ask Me Another* on NBC-TV from July 3, Thursday, 9:30 to 10 p.m. CT. The new sports quiz show is a package of Louis G. Cowan Inc. It moves into *The Wayne King Show* slot that was cancelled by Standard Oil of Indiana, Chicago, through McCann-Erickson, same city.

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• 20 Seconds
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WASHINGTON 1, D. C.

FORD OFFERS

'Omnibus' to Five Sponsors

FIVE advertisers will be able to co-sponsor *Omnibus*, 90-minute weekly TV program which the Ford Foundation will present on CBS-TV as the Foundation's initial video offering of the 1952-53 season [CLOSED CIRCUIT, June 30], it was announced last week by Robert Saudek, director of the Foundation's TV-Radio Workshop, and J. L. Van Volkenburg, CBS Television president.

Move to offer *Omnibus* for commercial sponsorship is in line with the workshop's original concept, as outlined by its founder, James Webb Young, consultant on mass communications to the Ford Foundation, who said:

"The Workshop will use its funds to produce shows with a maximum of available skills, techniques and facilities. They will then be offered for sale to appropriate commercial sponsors. If sold, the networks will get their time revenue and the Workshop its production costs."

Arrangements for the CBS-TV presentation of *Omnibus* were made by Mr. Young and Frank Stanton, CBS president. Series planned for 26 weeks, will be telecast Sunday, 4:30-6 p.m., starting Nov. 9, first Sunday after the national election and selected as the series' starting date so as not to interfere with the final weeks of video campaigning by the Presidential candidates.

Describing the program, which will have Peabody Award winner Alistair Cooke as its master of ceremonies, Mr. Saudek said:

> **_Omnibus_ will present, within its 90 minute format, some five distinct features of unequal lengths in each program. These will be both live and filmed, and all will be edited especially for _Omnibus_.**
>
> **A variety of features is now being produced, ranging from comedy through fact and fiction to modern living, and treated to popularize matters of vital interest and lasting value. Already under contract for the series are three original plays by Maxwell Anderson; five short French ballet features now being produced in Paris; a special television series by the distinguished musician, Leopold Stokowski; examples of remarkable uses of motion pictures in medical research and in industry and science; a series of plays by James Agee, co-author of the current motion picture success "The African Queen" and celebrated poet and critic; as well as occasional specially-edited films made by the American Museum of Natural History, the New York Zoological Society, and other institutions both here and abroad.**
>
> **Also associated with individual features now being prepared are Richard De Rochemont, formerly producer of the "March of Time," and Jean Benoit-Levy, award-winning producer of the famous French films, "Ballerina" and "La Maternelle." M. Benoit-Levy is now in Europe in connection with portions of _Omnibus_.**

Permanent staff of *Omnibus*, in addition to Mr. Saudek, includes John Coburn Turner, assistant director of the Workshop, and Franklin Heller, executive associate, who is also director of *What's My Line?* Mr. Heller was producer of *The Web* until he went on leave from CBS-TV to join the Foundation.

Mr. Young, who has resigned from the Foundation effective Aug. [B•T, June 30], commented:

> **_Omnibus_ represents in its content and execution a program which will fully implement the ideas behind the creation of the TV-Radio Workshop by the Ford Foundation. It will give maximum opportunity for professional talent of the highest type to develop the full potentialities of all kinds of television material. It will show how exciting, interesting, entertaining and rewarding every aspect of the human adventure is when brilliantly reported or re-enacted on the television screen. It will supply, I believe, what millions of Americans have been looking for on their screens and in doing so create an audience of prime value to advertisers.**

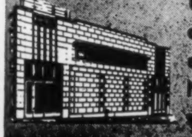
Launched last September with an initial grant of $1,200,000 for the production of video and radio programs designed to establish higher standards of commercial broadcasting, the Workshop last season produced a weekly video report on the UN General Assembly sessions in Paris, telecast Saturday, 7-7:30 p.m., on NBC-TV November to February, and a documentary radio program, *The People Act*, on CBS-Radio, Sunday, 10:05-10:30 p.m., January through June.

'Lucy' in New York

LUCILLE BALL's program, *I Love Lucy* (CBS), had a New York rating of 72.0 in June, higher than any other TV show in New York during the entire season, American Research Bureau has revealed. Presented over WCBS-TV New York, the program also led Gotham ratings for the fifth consecutive month.

Burns & Allen on Film

FOLLOWING the recent trend among major TV shows toward film, *The George Burns and Gracie Allen Show*, to be sponsored alternately by the Carnation Co. and the B. F. Goodrich Co. starting early in October, will be filmed at General Service Studios, Hollywood. Filming started June 26. The comedy team will continue the current series live, originating in the East, under sponsorship of Carnation until September. The new fall series will be seen and heard every week instead of alternate weeks, on CBS-TV Thursday.



TOP QUALITY MOTION PICTURES
Since 1932
Up-to-date completely equipped New York studios
VIDEO VARIETIES
CORPORATION
Office 41 E. 50th St., N.Y. 22 MU 8-1162

The tube with the "built-in cash register"

This high-power triode literally *keeps on putting money in your pocket all its life.*

The secret: Its thoriated-tungsten filament takes 60% less filament power than would a pure-tungsten filament—can *save $1300 or more a year* on filament power alone in 50-kw AM transmitters. In addition, you may obtain even greater savings with the 5671 because of its exceptionally long life. (A case in point: The oldest 5671 at WGAR has passed the 30,000-hour mark and is still in excellent condition.)

These savings represent a handsome bonus, indeed, for any 50-kilowatt station now using older types in the modulator and the power amplifier.

For tube service in a hurry, call your local RCA Tube Distributor

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

National Advertisers—Newspapers Gain in '51

(Continued from page 58)

Advertiser	Expenditures in Newspapers 1950	1951	% Change	Expenditures in Network Radio 1950	1951	% Change	Expenditures in Network TV 1950	1951	% Change
Continental Baking Co.	1,142,096	1,147,228	+ 0.4	771,534	733,677	— 4.9			
Sinclair Refining Co.	847,270	1,136,399	+ 34.1	158,819	28,240	— 87.2			
Brown & Williamson Tobacco Corp.	352,608	1,085,506	+207.9	1,057,626	536,118	— 49.2			
Campbell Soup Co.	578,615	1,049,041	+ 81.3	5,733,819	5,055,179	— 11.8	168,000	590,070	+ 251.2
Brown-Forman Distillers Corp.	1,198,206	1,038,624	— 13.3						
Leeming, Thomas, & Co.	767,220	1,032,472	+ 34.6						
Zenith Radio Corp.	792,991	1,030,835	+ 30.0						
California Fruit Growers Exchange	686,600	1,019,561	+ 48.5						
National Biscuit Company	1,426,120	1,018,444	— 28.6	2,095,447	1,866,962	— 10.9		343,665	
United States Rubber Co.	1,293,889	1,011,749	— 21.8						
Pacquin Inc.	507,901	980,239	+ 93.0						
Carnation Co.	918,649	979,194	+ 6.6	1,434,096	1,342,419	— 6.4	75,630	438,165	+ 479.5
Pan American World Airways	982,443	972,783	— 1.0						
Seven-Up Co.	957,421	938,443	— 2.0						
Plough Inc.	777,651	915,167	+ 17.7						
Standard Oil Co. (Indiana)	882,898	905,787	+ 2.6	907,166	1,342,613	+ 48.0	84,360	205,485	+ 143.5
Canada Dry Ginger Ale Inc.	769,305	896,515	+ 16.5				323,542	637,897	+ 97.0
Eastern Airlines	1,082,531	892,810	— 17.5						
Nestle Co.	621,415	885,628	+ 42.5				64,155	204,780	+ 219.0
Sun Oil Co.	610,102	883,925	+ 44.9	1,043,736	993,241	— 4.9	199,416		— 100.0
Shell Oil Co.	1,318,971	882,786	— 33.1						
Lady Esther Ltd.	713,453	880,752	+ 23.4						
Crowell-Collier Publishing Co.	651,938	876,056	+ 34.4						
Corn Products Refining Co.	1,119,931	850,957	— 24.0					408,515	
Block Drug Co.	911,762	845,176	— 7.3	541,265	386,865	— 28.5	118,050	552,855	+ 368.5
International Cellucotton Prod. Co.	1,083,279	843,250	— 22.2						
Purex Corp. Ltd.	638,630	842,216	+ 31.9						
Rubinstein, Helena, Inc.	440,736	836,894	+ 89.9						
McKesson & Robbins	161,954	829,909	+412.4					318,229	
Consolidated Cigar Corp.	357,184	824,726	+130.9					114,615	
Vick Chemical Co.	647,671	823,033	+ 27.1						
International Harvester Co.	347,634	814,343	+134.3	478,591		—100.0			
Wildroot Co.	386,247	805,139	+108.5	1,466,827	841,407	— 42.5	72,200	270,905	+ 275.2
Sunshine Biscuits	765,503	793,319	+ 3.6		13,100			580,658	
Grove Labs. Inc.	559,143	790,834	+ 41.4						
Phillips Petroleum Co.	704,320	790,710	+ 12.3	443,700		—100.0		97,650	
Time Inc.	1,360,668	780,617	— 42.6	392,682	324,401	— 17.4			
Squibb, E. R., & Sons	327,205	765,460	+133.9		149,439				
Standard Oil Co. of California	723,946	761,878	+ 5.2	278,676	262,373	— 5.8			

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* SOURCE: Newspaper expenditures from Bureau of Advertising, ANPA; radio and TV network expenditures from Publishers Information Bureau.

Washington Watches News

FIVE-MINUTE NEWS
6:55 p.m.
Available Monday through Saturday

During the convention month of July and the ensuing campaign months, news shows represent one of the best television buys. Cost of the 6:55 news, following the top-rated "Footlight Theatre," is $177.75 per program. Contact NBC Spot Sales for other news availabilities.

Watch Washington

Here's news for you . . . 1951 total retail sales for the Washington Metropolitan area are estimated at $1,745,500,000 . . . and the population estimate is 1,512,100. TV sets in operation have climbed to 369,579 . . . your sales can climb too, when you're on WNBW.

WNBW 4 WASHINGTON

Represented by NBC Spot Sales

TIPS TO POLITICOS

NARTB Offers TV Booklet

TV TIPS for political candidates are offered in an 18-page bulletin completed by the NARTB Public Affairs Dept. The document, titled *Campaigning on TV*, is replete with practical aids for video users. It is a TV projection of the radio booklet, *Is Your Hat in the Ring?*

Copies of the TV bulletin can be obtained from NARTB's Washington headquarters at 10 cents each.

Separate chapters cover such topics as hat-tossing, television talks, preparation of talks, delivery, appearance, various forms of TV programming plus appropriate excerpts from the Communications Act of 1934. Partisan issues are strictly avoided.

After explaining how a candidate can use TV effectively, NARTB sums up its tips with this conclusion, "No matter what technique you may use in presenting your message by television, remember—you are speaking to people at home. Be relaxed, be friendly, be sincere. Nothing is more convincing. That is television at its best."

TV Identification

PROPOSAL of TV committee of NARTSR for standardization of TV station identification requirements [B•T, June 16] has been adopted, with no turndowns, by enough stations to put the new standards into practice, the station representatives association reported last week.

SYMONS-CROSBY

As Partners File for TV

FORMATION of a partnership between Symons Broadcasting Co. and Bing Crosby was announced last week coincident with the filing of an application by KXLY-TV (a company) for Channel 4 in Spokane. KXLY (AM) is a CBS affiliate, and is owned by a partnership comprising Ed Craney, managing director of the XL Stations and Pacific Northwest Broadcasters; John Wheeler, Los Angeles attorney, and, until recently, Saul Haas, president of KIRO Seattle.

Mr. Crosby and three minority associates have committed $250,000 to KXLY-TV, and a like amount has been allocated by Symons. Symons, according to the application, will be general partner, and the Crosby group limited partners. Mr. Crosby is a native of Spokane as is Mr. Craney. Mr. Haas lately sold his interest in KXLY to the remaining stockholders.

Mr. Crosby, before the 1948 TV freeze, had filed for stations in Spokane, Tacoma and Yakima. He is withdrawing his applications for the latter two cities, to concentrate with Mr. Craney on Channel 4 in Spokane. KXLY is the key station of a group of seven serving the Pacific Northwest. Mr. Crosby, in addition to his performing activities, also is a TV producer and heads Crosby Enterprises.

Associated with Mr. Crosby in the KXLY-TV partnership are Robert P. Porter, Mahlon Rucker and Dr. Joseph Lynch, all of Spokane.

VIDEO INSTITUTE

Fosters Consumer TV Use

NATIONAL headquarters has been set up in Washington by the newly formed American Institute of Television Mfrs. Directing the office, located in the Sheraton Bldg., is W. F. Robichaud, former president of International Industrial Research Corp., Chicago.

The institute proposes to foster increased consumer use of TV through market and industrial research, as well as the developing and leasing of patents, processes and new TV devices for re-licensing to the industry. A code of ethics for the TV service industry is planned.

AITM is promoting an electronic previewer for use in hotel-motel rooms, with four minutes of free previewing given tenants desiring to use a coin-operated TV set. Preview TV Corp., Chicago, is installing 10,000 such receivers in 400 hotels and motels, according to AITM.

Officers of AITM, described as "independent of all TV industry factions," are John Ponsaing, Park Ridge, Ill., president; Frank J. O'Neill, Chicago, vice president and general counsel; B. A. Murrell, Memphis, treasurer. Board members are Bruce Hanover, president of Preview TV Corp.; E. C. McReady, inventer of the previewer, and L. D. Filler, Chicago businessman.

VOA FUNDS

Mundt Proposal Cites Transoceanic TV

LEGISLATION clearly spelling out authority for the State Dept. to "explore further the activities and potentialities" of transoceanic television has been promulgated on Capitol Hill.

An amendment recognizing TV's possible role in the U. S. international information program was adopted by the Senate during debate on the department's fiscal 1953 budget appropriations. Funds measure subsequently was referred to joint Senate-House conference committee last week as the Senate Foreign Relations Committee moved to study the U. S. information program, with stress on VOA's efficacy.

The TV proposal was offered by Sen. Karl Mundt (R-S. D.), coauthor of the Smith-Mundt Act, under which VOA operates, and an avid proponent of global television. The amendment inserted the word "television" along with radio in the 1953 State Dept. funds bill (HR 7289).

The Senate passed the omnibus State-Justice-Commerce-Judiciary measure June 26 and sent it to a conference group for resolving differences. The upper chamber allotted $88,556,516 to VOA—or nearly $2 million more than the sum allowed by the House and the Senate Appropriations Committee. Late Thursday the House recommitted the bill to conference.

Introducing the amendment, Sen. Mundt said he felt authority to include video is now provided under the Smith-Mundt Act but explained:

> **. . . If there is any doubt about it and since the world of television is moving so rapidly and the opportunity for conveying ideas is so great . . . I feel that it would be wise to make certain that the Voice of America has the authority to explore further the activities and potentialities of television.**

The TV-minded Republican also believes that "the President or our Dept. of State might want to create a committee of television experts to counsel with other countries on the techniques of expanding television for transoceanic purposes."

Such a movement already has been under way among U. S. private citizens and studied by the State Dept. Japan has adopted U. S. TV standards, under American guidance, while other countries have indicated interest. Sen. Mundt first revealed the possibilities on Capitol Hill last year, with his proposed Vision of America.

Included in the $88.5 million voted by the Senate are funds for carrying on broadcast work in Japan formerly handled by the Army.

Perhaps $20 million will be earmarked for radio broadcast operations, exclusive of new language programs and construction facilities.

The Senate also, in effect, lopped off 25% in funds by attaching a rider on compensation paid to any "radio and television expert" or information specialist engaged in dissemination of releases, scripts, articles and other material. Similar provisos have been attached to monies for other government agencies, including the Defense and Treasury Depts.

The VOA inquiry was voted by the Senate (S Res 74) with $50,000 for the study approved by the Senate Committee. There was no immediate indication that any hearings would be held. The resolution was co-sponsored by Sens. William Benton, leading VOA watchdog, and Alexander Wiley (R-Wis.). It was understood that a subcommittee would be named to set up a staff and analyze the Voice program during the Congressional adjournment period.

Most serious setback suffered by the Voice was its projected "Ring Plan" for radio broadcast facilities overseas and for additional seaborne transmitters. An estimated $36 million for five new overseas stations in critical target areas and two floating VOA vessels was lopped off by the Senate Appropriations Committee. Consensus of Senate was that funds for the existing Coast Guard ship *Courier* would have to be sustained from present funds.

International Information Administration authorities already have conceded that paring of new relay station monies could mean that two of seven stations slated for completion this year will not be able to begin operation. Exact cut was $36,727,086.

The committee urged—and the Senate sustained—a prosposal setting aside $200,000 of the overall figure for use by private broadcast licenses for "developing and broadcasting radio programs to Western Europe and Latin America."

Lemmon's Suggestion

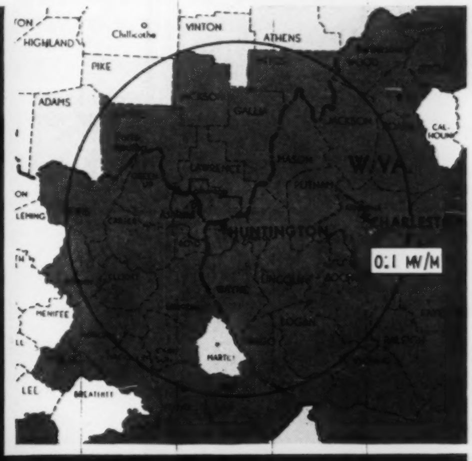
The committee's decision to earmark monies for private firms stemmed from a suggestion offered during Senate hearings by Walter S. Lemmon, president of World Wide Broadcasting Corp. (WRUL Boston). Congress in 1950 allotted $100,000 for such a purpose on a optional basis, with World Wide receiving only $575 for such broadcasts, Mr. Lemmon said.

Testifying before the committee Dr. Compton suggested that IIA should press new relay facilities into action as soon as completed.

One of the highlights of the hearing was a request by Sen. Joseph McCarthy (R-Wis.) for the names of radio, television and newspaper personnel who received money from the department for services and who were named to advisory groups [CLOSED CIRCUIT, June 30].

WSAZ-TV

HOME TOWN
TV STATION



HUNTINGTON & CHARLESTON
and **2,000,000** people
in **67** counties.

[illegible] COUNTY BREAKDOWN [illegible]
[illegible] IN THIS AREA [illegible]

OR THE KATZ AGENCY, INC.

WSAZ-TV
HUNTINGTON, WEST VIRGINIA

COMPARATIVE NETWORK SHOWSHEET

EVEN

TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*Film*	*Man of the Week* L		*Bill Stern's Sports Quiz* L
6:15				
6:30	*Film*	Alcoa It's News To Me L	*The Week in Religion*	*Once Upon A Fence*
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	*Fearless Fosdick* F
7:15				
7:30	*Film*	American Tobacco Your Lucky Clue L		Revere Meet the Press L
7:45				
8:00	*King's Crossroads* F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P The Big Payoff L
8:15				
8:30				
8:45				
9:00	*Film*	General Electric Information Please L	Clorets Chlorophyll Gum King Detect.	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*Film*	Bristol Myers Break the Bank L	Larus & Bro. Co. Plainclothes Man	
9:45				
10:00		B.F. Goodrich Celebrity Time L	Crawford Clothes They Stand Accused	Hallmark Hall of Fame L
10:15	*Film*			
10:30		Jules Montenier What's My Line L		Bohn Alum. American Forum
10:45				
11:00	Carter Prods Drew Pearson L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30	Kellogg Space Cadet L			
6:45				
7:00			General Foods Capt. Video	*Summer Showcase*
7:15				TBA
7:30	*Film*	GM-Oldsmobile News L		P&G Those Two L
7:45		Chesterfield Eddy Arnold St. 7/14 L		Camel News Caravan L
8:00	*Film*	Lever Lux Video Theatre L	*Pentagon Washington*	Quiz Kids Crosley Masquerade Party* Speidel (alt. wks.)
8:15				
8:30	*Washday Theatre* F	Lever-Lipton Godfrey's Talent Scouts L	*Johns Hopkins Science Review*	Firestone Voice of Firestone L
8:45				
9:00		Philip Morris My Little Margie F	Co-op Boxing from Eastern Parkway	Pearson Pharm. Lights Out L
9:15				
9:30		Gen. Foods Instant* Maxwell Coffee L Swansdown Who's There		Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45	*Film*			
10:00		Westinghouse Summer Theatre L		
10:15	B. Graham Hour of Decision F			
10:30				Co-op Who Said That L
10:45				
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	Convention News
7:15				
7:30	P&G Beulah F	Amer. Cig. & Cig. Co. News L		*Liberace* L
7:45		Lever Pepsodent Shadow Wave Music Hall		Camel News Caravan L
8:00	*On Trial* L	(Co-op) Feature Film	*Life is Worth Living Bishop Fulton J. Sheen*	*Youth Wants to Know* L
8:15				
8:30	*United—Or Not?* L		Curtis Publishing Co. Keep Posted	*Juvenile Jury* L
8:45				
9:00	*Stock Car Racing* L	Schick Crime Syndicated (alt.) L Carter Prod. City Hosptl.	Serutan Battle of the Ages	*Boss Lady* F
9:15				
9:30		Electric* Auto-Lite Suspense L	*Quick on the Draw with Bob Dunn*	Armstrong Circle Theatre L
9:45				
10:00		Block Drug Danger L	(TBA)	P. Lorillard Original Amateur Hour L
10:15				
10:30			DuMont Labs. What's the Story Walter Kiernan	
10:45				Considine Mutual of Omaha
11:00				
11:15 PM				

WEDN ESD

	ABC	CBS	Du
6:00 PM			
6:15			
6:30	Kellogg Space Cadet L		
6:45			
7:00			Gen Fo Ca Vi
7:15			
7:30	Bendix Swanson (alt. wks.) The Name's The Same L	GM-Oldsmobile News	
7:45		Chesterfield Eddy Arnold	
8:00	*The Paul Dixon Show* L	Pillsbury Toni (alt.) Godfrey & His Friends L	*Mid with Ru*
8:15			
8:30		Liggett & Myers Godfrey & His Friends L	
8:45			*Str Hatter Bob F*
9:00	Bayuk Cigars Ellery Queen L	Colgate Strike It Rich L	
9:15			
9:30	*Film*	R. J. Reynolds The Hunter L	
9:45			
10:00	Co-op Wrestling L (10 to Midnite)	Pabst Sales Co. Blue Ribbon Bouts L	
10:15			
10:30			
10:45		General Cigar Sports Spot	
11:00		Longines Chronoscope	
11:15 PM			

DAY

SUNDAY / MONDAY - FRIDAY / SATURDAY

	SUNDAY ABC	SUNDAY CBS	SUNDAY DuMONT	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY DuMONT	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY DuMONT	SATURDAY NBC
9:00 AM												
9:15												
9:30												
9:45												
10:00						Gen. Motors Frigidaire Godfrey Tu&Th		*Prologue to the Future* F				
10:15						News* Tu&Th						
10:30						Lever-Rinso (M.thruTh) Godfrey		*Breakfast Party* L				
10:45						*The Al Pearce Show*						
11:00								*Mrs. U.S.A.* F	Ralston-Purina (Alt. wks. sponsorship) *Space Patrol* F	*The Whistling Wizard*		
11:15						Gen. Mills Hudson Bride & Gr'm						
11:30						C-P-P (MWF) Strike It Rich L		*It's A Problem*	Fleers Pud's Prize Party L	Brown Shoe Smilin' Ed McConnell F		
11:45												
12:00 N	*Papa Bear's Newsreel* F	*In The Park* L				*The Egg & I* L M-F	*Woman's Club*	Prtcpting. Sponsors Ruth Lyons' 50 Club L		National Dairy The Big Top L		
12:15 PM	Sweets Co. Tootsie Hippodrome L					Amer. Home All Products Love of Life	*Noontime News with Walter Raney*					
12:30	Voice of Prophecy Faith For Today L	M&M Ltd. Candy Carnival L				P&G Search for Tomorrow	*Take the Break with Don Russell*					
12:45						* See Note						
1:00							Premier Products Helene Curtis Inc Rumpus Room					
1:15												

	ABC	
1:30 PM		
1:45		
2:00		
2:15		
2:30		
2:45		
3:00		
3:15		
3:30		
3:45		Cat R Qui (alt (st.
4:00		
4:15		
4:30		
4:45	*TV Tot's Time* F	
5:00	Canada Dry Super Circus (alt. sp.) (5-5:30) L	*Lam M*
5:15		
5:30	Co-op (5:30-6)	*Wha V*
5:45 PM		

ENING

FOR JULY 1952

ESDAY		THURSDAY				FRIDAY				SATURDAY				
DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	
														6:00 PM
														6:15
						Kellogg Space Cadet L								6:30
														6:45
General Foods Capt. Video	*Summer Showcase*			General Foods Capt. Video	*Three* L			General Foods Capt. Video	*Summer Showcase*	*Saddle Pal Club* F	Lambert Kaye Show L *Stork Club* (st. 7/26)		*Mr. Wizard*	7:00
														7:15
	P&G Those Two L	General Mills Lone Ranger F	Amer. Cig. & Cig. Co. News		*Liberace* L	General Mills Stu Erwin F	GM-Oldsmobile News		P&G Those Two L		Sylvania Beat The Clock L	*Pet Shop*	Bob and Ray *Miles Labs (alt. wks.) L	7:30
	Camel News Caravan L		Lever Pepsodent Shadow Wave Music Hall		Camel News Caravan L		Chesterfield Eddy Arnold		Camel News Caravan L					7:45
Midway with Don Russell	*Midwestern Hayride* L	*Film* (except WJZ-TV)	Carnation Burns Allen (alt.) L *Al Pearce*	*This Is Music*	DeSoto-Plymouth Groucho Marx F	*The Hot Seat* L	Gen. Foods Maxwell House Coffee A. Murray Show L	Mennen Co. Twenty Questions	*Curtain Call* L	Nash-Kelvinator Whiteman TV Teen Club L	*Songs for Sale* L		Pet Milk Kellogg All Star Summer Revue L	8:00
														8:15
Straw-Hatters with Bob Haymes		Lorillard Chance of a Lifetime L	Blatz Brewing Amos 'n' Andy (alt. wks.) F	Tydol Headline Clues Broadway to Hollywood	Convention News Conference	*Film*	R. J. Reynolds Pantomime Quiz	*Life Begins at Eighty*	Gulf Oil We, The People L	*Feature Playhouse* F				8:30
														8:45
	Krafts Foods Television Theatre L	*Film*	Westinghouse Pick the Winner (st. 8/14)	Gruen Playhouse (alt. wks.)	Fatima Dragnet F (alt. wks.) Gangbusters Chesterfield F	Packard Rebound (5 owned stations) F	Schlitz Schlitz Playhouse of Stars L	Old Gold Down You Go	American Cig. & Cig. Doorway to Danger L				Amm-I-Dent Blind Date L	9:00
														9:15
		Film	Lever* Rinso Big Town F		Mister Peepers Ford L	Kreisler, Masland (alt. sp.) Tales of Tomorrow	General Foods Sanka Foot Light Theatre		Campbell Playhouse F		*Feature Films*	Co-op Wrestling from Chicago Jack Brickhouse		9:30
													Dance Party Participating Sponsors L	9:45
	Where the People Stand L		Philip Morris Racket Squad F	Wine Corp. of America Charlie Wild Private Detective	U.S. Tobacco Martin Kane		Pearson Pharmacal Police Story L	Drug Store TV Prod. Cavalcade of Stars	Gillette Summer Sports Reel					10:00
														10:15
			Carter Toni (alt.) I've Got A Secret L	*Author Meets the Critics*					Greatest Fights of the Century F		Serutan Co. Battle of The Ages (st. 9/6)		Assignment Manhunt American Tobacco L	10:30
									Nature of Things L					10:45
							Longines Chronoscope					Boyle-Midway Sports Showcase		11:00
														11:15 PM

YTIME

SUNDAY			MONDAY - FRIDAY				SATURDAY			
CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
		Religious Hour Frontiers of Faith L		Garry Moore Show (See footnote)						
		Hats In The Ring L								
				P&G Guiding Light L						
				Mike & Buff Show L						
						The Big Payoff CPP (M-W-F)				
				Mel Torme Tu&Th		*Johnny Dugan Show*				
Cats Paw Rubber Quiz Kids (alt. wks.) (st. 9/14)						Participating Sponsor Kate Smith Summer Show L				
Lamp Unto My Feet		*Zoo Parade* L				Lever Hwkns. Falls L				
						Gabby Hayes*				
What in the World		Derby Foods Sky King Thtr., F (alt. with) *Recital Hall* L				Mars, C-P-P Welch, Klog. Int. Shoe Bauer & Blk. Standard Brands L Howdy Ddy				
										Co-op Rootie Kazootie L

Explanation: Programs in italics, sustaining; Time, EDT. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

CBS—1:30-2:30 p.m., Best Foods, General Electric, Qkr. Oats, Reynolds, Stokley-Van Camp, Garry Moore Show.

**10-10:30 a.m., Fri., CBS News is half hour instead of 15 min.

Gen. Mills sponsors The Bride & Groom MTuW at 11:15-30 a.m. and Fri. 11-11:30 a.m. Hudson Paper on Thurs. at 11:15-11:30 a.m.

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

*As scheduled week of July 7, Republican National Convention.
As scheduled week of July 21, Democratic National Convention.
Sponsored by Westinghouse Electric Corp.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT, 7:15-20 Wed.—Fla. Citrus, 7:20-25 Wed.—Kenwill, 7:45-50 Mon.—Fla. Citrus Tu.-Wed.-Thurs.—Riggio, 8:15-20 Wed—Mystic, Tu.-Thurs.—Fla. Citrus, Fri.—Doeskin, 8:20-25 Mon.—Pure-Pak, Thurs.—"Time," Fri.—Fla. Citrus 8:45-50 Wed.—Jackson-Perkins, 8:45-55 Mon.—Knox.

*Quaker Oats—Mon. & Fri.

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

*Saturdays, 7:30-8 p.m., EDT, "Bob and Ray" sponsored by Miles Lab. alternate weeks. Sustaining other Saturdays.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

July 7, 1952

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KSTN PETITION

Asks CP Change for KMYC

PETITION asking the FCC to change construction permit of KMYC Marysville, Calif., has been filed with the Commission by KSTN Stockton, Calif. on grounds of interference to each other's service areas.

KSTN is licensed to San Joaquin Broadcasting Co. on 1420 kc with 1 kw, directional day and night. FCC last November granted application of Marysville - Yuba City Broadcasters Inc., to change KMYC from 1450 kc 250 w unlimited to 1410 kc 1 kw directional night.

The Stockton outlet asked the Commission to make it party to any hearing on KMYC's request for program tests and station license and to deny them "until the objectionable interference to KSTN has been removed or the Commission determines that the gain in area and population of KMYC outweighs the loss to KSTN."

Evidence was tendered purporting to show that the proposed operation of KMYC would reduce KSTN daytime coverage by 696 square miles in which 34,673 persons reside—or an estimated 11.2% of the daytime area and 5.85% of the KSTN population. Conversely, KSTN said it would cause objectionable interference to 16.2% of KMYC's proposed service area and 11.8% of its daytime population.

Moreover, its ability to continue local programming and provide public service programs would be "substantially adversely affected," KSTN contended.

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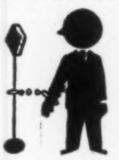

EDWARD L. LLOYD, executive vice president, A. C. Nielsen Co., to Amsterdam, The Netherlands, to head Nielsen Food & Index Service established there.

CHARLES W. PRITCHARD, credit manager, Stromberg - Carlson Co., Rochester, and **DANIEL G. SCHUMAN,** who has been reorganizing methods and procedures for the company, elected assistant treasurers.

AL GOODMAN, KECA-TV Los Angeles, named to board of directors of Society of Motion Picture Art Directors, Beverly Hills. New Los Angeles members in the television section include **ROBERT LEE,** CBS-TV; **ROBERT DAHLQUIST,** KTLA (TV); **FRANK SWIG** and **TED RICHE,** NBC-TV.

H. I. ROMNES, director of operations for Long Lines Dept., American Telephone & Telegraph Co., appointed chief engineer, AT&T, effective Aug. 31 succeeding **DR. HAROLD S. OSBORNE. A. F. JACOBSON,** vice president in charge of operations, Illinois Bell Telephone Co., replaces Mr. Romnes.

HERSCHEL GILBERT re-elected president of American Society of Music Arrangers, Hollywood, for fourth term. Named vice presidents were **JOE MULLENDORE, JEFF ALEXANDER** and **ROBERT BALLARD.**

EDWARD STANKO, RCA engineer, appointed manager of engineering, Technical Products Div., RCA Service Co., Camden, N. J.

JOHN GUEDEL, head of John Guedel Productions, Hollywood, will chairman third annual Radio-Television-Recording-Advertising Charities drive, Sept. 18-Dec. 15. **MICHAEL J. ROCKFORD,** vice president of MCA, will head committee to solicit special gifts.

ZENITH RADIO Corp. has opened new plant at 1500 N. Kostner Ave., Chicago, to be used for production of speakers, coils, transformers and other radio-TV components.

WALLY GOULD, ABC producer, to Robert Lawrence Productions Inc., N. Y., film production and distribution firm, as producer and account executive.

GRANT SHAFFER appointed by Ward Products Corp., Cleveland, to represent company in Michigan. Headquarters will be in Detroit.

JERRY SHERMAN, publicity department of Lippert Pictures, Hollywood, to North American Airlines, Burbank, as director of exploitation.

WILLIAM SIMON and **GUY T. GUNTER Jr.,** to Majestic Radio & Television Div., Wilcox-Gay Corp., N. Y., as district sales managers in Ohio and Georgia, respectively. Mr. Simon will be headquartered in Shaker Heights, Ohio, and Mr. Gunter in Atlanta.

DAVIS ELECTRONICS, L. A., moves to 4313 W. Magnolia Blvd., Burbank, Calif. Telephone is Charleston 0-3032.

LEONARD B. KAUFMAN, Rogers & Cowan, Beverly Hills (public relations firm), has opened publicity offices at 8272 Sunset Blvd., Hollywood. Telephone is Granite 2454.

INDUSTRIAL SURVEYS Co. announces change in name to **MARKET RESEARCH Corp. of America.** Company also has established client service division, headed by **ARDEN B. CRAWFORD,** vice president. **JAMES D. NORTH** joins firm as vice president in charge of San Francisco office.

ADOLPH L. GROSS Assoc., N. Y., appointed exclusive sales representative by Pilot Radio Corp., Long Island City, N. Y., for new line of high-fidelity AM-FM radio tuners and amplifiers.

STACKPOLE CARBON Corp., St. Marys, Pa., has published bulletin describing fixed composition resistors designed for JAN-R-11 use. Types covered by the bulletin are RC10, RC20, RC21, RC30, RC31, RC41 and RC42.

DAVEN Co., Newark, has issued pamphlet on RF equipment covering types of radio frequency and video attenuators made by company.

FRANK L. MARTIN appointed regional representative of American Cable & Radio System for Texas, with headquarters in Houston in temporary offices at 1507 Smallwood Ave.

R. J. McNEELY, sales director, Hoffman Radio Corp., L. A.; **WALTER J. EPSTEIN,** San Francisco branch manager, and **J. H. CLIPPINGER,** board member and consultant, have formed **McNEELY, EPSTEIN, CLIPPINGER Assoc.,** Beverly Hills, to handle sales and promotion for Belmont Radio Corp., Chicago (Raytheon radio-TV sets). Firm is headquartered at 251 S. Robertson Blvd. Telephone is Crestview 6-4883.

RODNEY GILLIAM Co., Hollywood (producers of commercial and feature films), has moved to 957 N. La Cienega Blvd. Telephone is Crestview 6-6918.

TECHNICAL APPLIANCE Corp., Sherburne, N. Y., announces availability of 1953 edition of Taco's antenna catalog No. 38 covering technical data on 80 antennas. Catalog also lists complete Taco accessory and hardware line with section devoted to preview of company's UHF antennas.

JOHN C. OTTINGER Jr., director of sales development, bureau of advertising, American Newspaper Publishers Assn., appointed general sales manager of the bureau, succeeded by **WILLIAM W. SMITH,** associate director of sales development.

FRANK NEWMAN, advertising manager, TV Transmitter Div., Allen B. DuMont Labs., father of girl, Sharon Ann, June 13.

Equipment . . .

RCA, Camden, N. J., announces development of first VHF transistors which oscillate at frequencies as high as 225 mc.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces development of new audio console for AM, FM and TV studios featuring all plug-in construction. Unit is equipped for single program control operation, but may be adapted for dual channel output.

PLASTOID Corp., Long Island City, N. Y., announces production of radiation-proof coaxial cable especially engineered for community installation.

DAVEN Co., Newark, announces availability of new Type 286 program line equalizer consisting of parallel network and calibrated step type series control designed to improve frequency response of communications circuits.

FEDERAL TELEPHONE & RADIO Corp. has redesigned broadcast tubes F-891 and F-892, replacing the conventional hairpin structure with double helix filament, designed to minimize filament-to-grid shorts, primary cause of premature vacuum tube failure. Of three-electrode type, two tubes are for use as modulator, amplifier and oscillator.

Technical . . .

NEAL McNAUGHTEN, NARTB engineering director, licensed by District of Columbia as professional engineer.

ROSS MURRAY, soundman, KNX Hollywood, father of boy, Frederick, June 25.

JOHN NEAL, engineer, ABC Hollywood, father of girl, Cammie Joy, June 12.

BAN DANGERS

Cited by Fellows at Memphis

BARRING of radio and TV from public hearings provides the "first step toward decay of free speech," Harold E. Fellows, NARTB president, told the Memphis Rotary Club last Tuesday.

Reminding that such action is taken against "the medium that has the capacity to report most accurately and impartially," Mr. Fellows suggested there are "some who would prefer not to suffer the pangs of accurate reporting."

Businessmen should oppose such bans by legislators and law-making bodies, Mr. Fellows said, adding, "Whatever the motives behind such ventures into censorship, and whatever the good character of their authors, the citizens of this nation must righteously and determinedly oppose them."

He declared that government must be confined to the necessities of government and its unreasonable growth arrested. "The sovereignty of the individual and the servitude of the state is a basic belief among Americans," he said, "but it is disintegrating and you need but look around you to see the evidence.

"It is crumbling because we are sacrificing the objectives of this noblest estate of all to the convenience of dependence, rather than to the responsibility of interdependence. The business structure of some of our greatest enterprises today rests upon the decisions of government—decisions made by an interminable list of bureaus and commissions and regulatory bodies."

The answer to these problems can be supplied by the citizenry, Mr. Fellows said, calling on all to vote and to challenge unjust legislation and regulation.

Television Applications Filed at FCC

(Continued from page 77)

ter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Edgar T. Shepard Jr.** (66⅔%) 51% owner Rossmoyne Processing Corp., Camp Hill, Pa. (animal feed supplements); Vice President **Edgar K. Smith** (33⅓%), ⅓ owner, vice president and general manager, WCMB Lemoyne, Pa., licensed by applicant; Secretary-Treasurer **David H. Young,** secretary-treasurer of Rossmoyne Processing Corp.

LEBANON, Pa.—Lebanon Television Corp. UHF Ch. 15 (476-482 mc); ERP 96.6 kw visual, 55 kw aural; antenna height above average terrain 328 ft., above ground 253 ft. Estimated construction cost $211,000, first year operating cost $98,000, revenue $84,000. Post Office address: Lester P. Etter, 8th and Cumberland Sts., Lebanon. Studio location 8th and Cumberland Sts. Transmitter location about 2 mi. N. of city. Geographic coordinates 40° 22′ 07″ N. Lat., 76° 25′ 33″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include **Lebanon Bcstg. Co.** (87.5%), licensee WLBR there; **Julian F. Skinnell** (5%), WLBR operations manager; **Philip J. Reilly** (2.5%), WLBR commerical manager; **W. Leonard Savage** (5%), WLBR chief engineer; President **H. Raymond Stadiem**; Secretary-Treasurer **Lester P. Etter,** and Vice President **Eugene Silverstein.** Latter three are co-owners of WLBR.

†LOCK HAVEN, Pa.—Lock Haven Bcstg. Co. (WBPZ), UHF Ch. 32 (578-584); ERP 92.6 kw visual, 46.3 kw aural; antenna height above average terrain 315 ft., above ground 344 ft. Estimated construction cost, operating cost and revenue not given. Post Office address: 132½ E. Main St., Lock Haven, Pa. Studio location: 132½ E. Main St. Transmitter location: Glen Rd., near Lock Haven. Geographic coordinates 41° 08′ 43″ N. Lat., 77° 29′ 18″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer George C. Davis, Washington. Principals include President **Donald C. Welch** (10%), Vice President **Harry Shaffer** (5%), Treasurer **Paul Breon** (3%), Secretary-Manager **Harris Lipez** (.6%), **A. H. Lipez** (10%).

PITTSBURGH, Pa. — WWSW Inc. (WWSW-AM-FM), VHF Ch. 11 (198-204 mc); ERP 308 kw visual, 154 kw aural; antenna height above average terrain 855 ft., above ground 700 ft. Estimated construction cost $547,000, first year operating cost $620,000, revenue $850,000. Post Office address: Hotel Sheraton, Pittsburgh. Studio and transmitter location: 341 Rising Main St., Pittsburgh. Geographic coordinates 40° 27′ 47″ N. Lat., 80° 00′ 17″ W. Long. Transmitter RCA, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer WWSW Inc., Pittsburgh. Principals include President **Oscar M. Schloss,** Vice President **William Block,** Secretary-Treasurer **Paul Bauman.** Sole owner of applicant is P-G Pub. Co., Pittsburgh, which in turn is wholly owned by the Toledo Blade Co., Toledo, Ohio.

†READING, Pa.—Hawley Bcstg. Co. (WEEU-AM-FM), UHF Ch. 61 (752-758 mc); ERP 222 kw visual, aural ERP not given; antenna height above average terrain 1,035 ft., above ground 400 ft. Estimated construction cost $440,922, first year operating cost $200,000, revenue $150,000. Post Office address: 433 Penn St., Reading. Studio location: 433 Penn St. Transmitter location: 2 mi. NE of Reading atop Mt. Penn. Geographic coordinates: 40° 21′ 08″ N. Lat., 75° 53′ 55″ W. Long. Transmitter GE, antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Hawley Quier,** Executive Vice-President **James E. Keller,** Vice-President **Harrison F. Flippin,** Secretary **William J. Rohn,** General Manager **Thomas E. Martin.** Reading Eagle Co. owns 99% of stock which is voted by Mr. Quier.

†SCRANTON, Pa.—Scranton Bcstrs. Inc. (WGBI), UHF Ch. 22 (518-524 mc); ERP 285 kw visual, 150 kw aural; antenna height above average terrain 1,170 ft., above ground 150 ft. Estimated construction cost $336,298, first year operating cost $100,000, revenue $75,000. Post Office address: 1000 Wyoming Ave., Scranton, Pa. Studio location: 1000 Wyoming Ave., Scranton, Pa. Transmitter location: near top of Bald Mountain. Geographic coordinates 41° 25′ 38″ N. Lat., 75° 44′ 58″ W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer **M. E. Megargee** (12%), Vice President **Marcella Megargee Holcomb** and Secretary **K. A. Megargee** (6%).

SCRANTON, Pa.—Union Bcstg. Co. (WARM), UHF Ch. 16 (482-488 mc); ERP 257 kw visual, 129 kw aural; antenna height above average terrain 1244 ft., above ground 277 ft. Estimated construction cost $300,559, first year operating cost $372,867, revenue $456,040. Post Office address: Bowman Bldg., Scranton. Studio location: Bowman Bldg. Transmitter location: Mt. Dewey. Geographic coordinates: 41° 25′ 59″ N. Lat., 75° 43′ 54″ W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young and Jansky, Washington. Consulting engineer Jansky and Bailey, Washington. Principals include President **Martin F. Memolo** (70%), Vice President **John J. Memolo** (0.57%), Secretary-Treasurer **William M. Dawson, William W. Scranton** (28.3%) and **James S. Scandale** (1.13%).

CHARLESTON, S. C.—Atlantic Coast Bcstg. Co. (WTMA), VHF Ch. 2 (54-60 mc); ERP 46 kw visual, 23 kw aural; antenna height above average terrain 382 ft., above ground 433 ft. Estimated construction cost $228,996, first year operating cost $154,460, revenue $160,965. Post Office address: 133 Church St., Charleston. Studio location: 135 Church St., Charleston. Transmitter location: 0.6 mi. E of Old Town Rd., near Charleston. Geographic coordinates 32° 49′ 20″ N. Lat., 79° 58′ 44″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Arthur Scharfeld, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Edward Manigault** (0.2%), Vice President **Hall T. McGee** (0.2%), Treasurer **Hall T. McGee Jr.** (0.2%), *Evening Post Pub. Co.* (99.2%).

†CHARLESTON, S. C.—WCSC Inc. (WCSC-AM-FM), VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 313 ft., above ground 360 ft. Estimated construction cost $290,000, first year operating cost $275,000, revenue $350,000. Post Office address: Radio Station WCSC, Francis Marion Hotel, Charleston. Studio location: corner of Charlotte & E. Bay Sts., Charleston. Transmitter location: 1 mi. E of Ashley Hall plantation, St. Andrews Twp., Charleston Co. Geographic coordinates: 32° 49′ 26″ N. Lat., 80° 00′ 06″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President-Treasurer **John M. Rivers** (100%), Vice President **G. L. B. Rivers** and Secretary **Martha R. Rivers.**

GREENVILLE, S. C.—Carolina TV Inc., VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1216 ft., above ground 604 ft. Estimated construction cost $439,900, first year operating cost $235,000, revenue $208,000. Post Office address: Box 120, Greenville. Studio location: 300 N. Main St. Transmitter location: Paris Mt. Geographic coordinates 34° 54′ 53″ N. Lat., 82° 23′ 44″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Neville Miller, Washington. Consulting engineer Millard Garrison, Washington. Principals include President **Alester G. Furman Jr.** (10%), 24% owner WESC Greenville; Vice President **Clement F. Haynsworth Jr.** (4.5%); Secretary-Treasurer **Roy F. McCall** (4%); Chairman of the Board **Charles E. Daniel** (10%).

GREENVILLE, S. C.—Textile Bcstg. Co. (WMRC), VHF Ch. 4 (66-72 mc); ERP 54 kw visual. 27 kw aural; antenna height above average terrain 1500 ft., above ground 520 ft. Estimated construction cost $475,000, first year operating cost $275,000, revenue $275,000. Post Office address: R. A. Jolley, 3 College St., Greenville, S. C. Studio location: to be determined. Transmitter location: on peak of Paris Mountain. Geographic coordinates 35° 56′ 26″ N. Lat., 82° 24′ 34″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Glen A. Wilkinson, Washington, D. C. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President-Treasurer and Director **Robert A. Jolley** (22.13%) Vice President and Director **James C. Poag** (10.33%).

CHATTANOOGA, Tenn. — Chattanooga TV Inc. (WMFS), UHF Ch. 49 (680-686 mc); ERP 21.4 kw visual 10.7 kw aural; antenna height above average terrain 456 ft., above ground 442 ft. Estimated construction cost $205,320, first year operating cost $170,050, revenue $175,000. Post Office address: 1024 James Bldg., Chattanooga, Tenn. Studio and transmitter location: White Oak Rd., Chattanooga. Geographic coordinates 35° 05′ 21.4″ N. Lat., 85° 18′ 10″ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President **J. Glen Stone** (16.7%), Vice President **J. E. Summers** (16.6%), Secretary **C. W. Hoffman** (16.7%), **WMFS Inc.** (50%). (WMFS Chattanooga owns 50% of stock of applicant.)

KNOXVILLE, Tenn.—Radio Station WBIR Inc. (WBIR), VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 925 ft., above ground 604 ft. Estimated construction cost $411,483, first year operating cost $330,000, revenue not estimated. Post Office address: 618 S. Gay St., Knoxville. Studio location: 618 S. Gay St. Transmitter location: Sharp Ridge Memorial Rd. Geographic coordinates: 36° 00′ 20″ N. Lat., 83° 56′ 22″ W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer E. Earl Cullum Jr., Dallas, Tex. Principals include Chairman of the Board **J. Lindsay Nunn** (23%), President **Gilmore N. Nunn** (52%). WKRC-AM-FM-TV Cincinnati holds 20%.

KNOXVILLE, Tenn.—Tennessee Television Inc., VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 906 ft., above ground 705 ft. Estimated construction cost $559,720, first year operating cost $400,000, revenue $425,000. Post Office address: Guilford Glazer, 3341 Kenilworth Dr., Knoxville. Studio and transmitter location: Knoxville. Geographic coordinates 36° 00′ 40″ N. Lat., 83° 55′ 52″ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring Co., Washington. Principals include President **Guilford Glazer** (30.83%), president and 30% owner Glazer Steel Corp., also real estate and other interests; Vice President **Louis A. Glazer** (25%), 25% owner Glazer Steel Corp.; Treasurer **Jerome S. Glazer** (25%), 25% Glazer Steel Corp.; Secretary **I. B. Cohen** (19.17%), 19% owner Glazer Steel Corp.

CORPUS CHRISTI, Tex.—KEYS-TV Inc. (KEYS), VHF Ch. 10 (192-198 mc); ERP 55 kw visual, 27.5 kw aural; antenna height above average terrain 464 ft., above ground 500 ft. Estimated construction cost $320,500, first year operating cost $195,000, revenue $222.612. Post Office address: P. O. Box 1460, Corpus Christi, Tex. Transmitter location: Mesquite and Hughes Streets. Geographic coordinates 27° 48′ 27″ N. Lat., 97° 23′ 46″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **E. C. Hughes** (8⅓%), Vice President **Sam E. Wilson Jr.** (33⅓%), Vice President **Bruce L. Collins** (33⅓%), Vice President **Charles W. Rossi** (8⅓%), Treasurer **Earl C. Dunn** (8⅓%) and Secretary **H. B. Lockhart** (8⅓%).

AMARILLO, Tex. — Amarillo Bcstg. Co., VHF Ch. 10 (192-198 mc); ERP 56.4 kw visual, 30.4 kw aural; antenna height above average terrain 547 ft., above ground 465 ft. Estimated construction cost $312,215, first year operating cost $180,000, revenue $210,000. Post Office address: 800 Hawkins St., Brownwood, Tex. Studio location: to be determined. Transmitter location: N. Ong St. & W. Cherry Ave. Geographic coordinates 35° 17′ 33″ N. Lat., 101° 50′ 48″ W. Long. Transmitter GE, antenna GE. Legal counsel Eugene L. Burke, Wash. Consulting engineer Commercial Radio Equipment Co., Wash. Principals include (each 25%) President **Wendell Mayes,** chief owner of KBWD Brownwood and KNOW Austin, Tex., and officer in Amarillo Bcstg. Corp., licensee of KFDA Amarillo; Vice President **C. C. Woodson,** oil, gas and publishing interests and KFDA officer; Secretary-Treasurer. **Charles B. Vordan,** KFDA officer, vice president and assistant general manager Texas State Network and vice president of KABC San Antonio, WACO Waco, KRIO McAllen, KFJZ Ft. Worth; Director **Gene L. Cagle,** President and General Manager and 34% owner Texas State Netwk., president-general manager. of KFJZ, KABC, WACO and KRIO; he owns 20% of KSTB Big Spring, Tex., is director of KFDA and is officer in Waco TV Corp., TV applicant at Waco.

FORT WORTH, Tex.—Lechner Television Co., VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 272.8 ft., above ground 394 ft. Estimated construction cost $487,000, first year operating cost $356,000, revenue $360,000. Post Office address: Kirby Bldg., Dallas. Studio and transmitter location: The Fair Bldg., W. 7th Street & Throekmorton. Geographic coordinates: 32° 45′ 10″ N. Lat., 97° 19′ 48″ W. Long. Transmitter GE, antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner is **W. W. Lechner.** He is engaged in oil and gas exploration and production.

SAN ANTONIO, Tex.—Bexar County Television Corp. (KABC), VHF Ch. 12 (204-210 mc); ERP 226 kw visual, 113 kw aural; antenna height above average terrain 500 ft., above ground 596 ft. Estimated construction cost $574,935, first year operating cost $240,000, revenue $300,000. Post Office address: c/o KABC, Milam Bldg. Studio and transmitter location: 811 E. Myrtle St. Geographic coordinates: 29° 26′ 37″ N. Lat., 98° 28′ 58″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Bill Michaels** (15%), Vice President **J. R. Straus** (15%), Vice President **L. A. Douglas** (15%) and Secretary-Treasurer **Alton E. Robertson** (15%).

SAN ANTONIO, Tex. — Sunshine Bcstg. Co. (KTSA), VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,034 ft., above ground 1,084 ft. Estimated construction cost $863,302, first year operating cost $812,000, revenue $850,000. Post Office address: Avenue E at 3d St., San Antonio, Tex. Studio location: Ave E at 3d St. Transmitter location; Near SW corner Old Seguin Rd. & Artesia Ave. Geographic coordinates 29° 26′ 22″ N. Lat., 98° 26′ 24″ W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include Board Chairman **Frank G. Huntress,** President-Treasurer **Frank G. Huntress Jr.,** Vice President **Mrs. Carrie S. Frost,** Vice President **Mrs. W. Dorsey Brown,** Vice President-Secretary **Leroy G. Denman Jr.,** all less than 1% each, and Express Pub. Co. (more than 99%).

TYLER, Tex.—Lucille Ross Buford (KGKB), VHF Ch. 7 (174-180 mc); ERP 21.25 kw visual, 10.625 kw aural; antenna height above average terrain 533 ft., above ground 470 ft. Estimated construction cost $284,357, first year operating cost $142,610, revenue $130,000. Post Office address: Box 548, Tyler, Tex. Studio and transmitter location: S. Beckham & Lake Sts., Tyler. Geographic coordinates 32° 20′ 08″ N. Lat., 95° 17′ 32″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include **Lucille Ross Buford,** individual owner and managing director (100%).

†LYNCHBURG, Va. — Lynchburg Bcstg. Corp. (WLVA-AM-FM), VHF Ch. 13 (210-216 mc); ERP 28.8 kw visual, 14.1 kw aural; antenna height above average terrain 2092 ft., above ground 117 ft. Estimated construction cost $161,920, first year operating cost $90,600, revenue $93.987. Post Office address: 925 Church St., Lynchburg, Va. Studio location: 925 Church St. Transmitter location: Tobacco Row Mountain, 11 mi. N of Lynchburg. Geographic coordinates 37° 33′ 54″ N. Lat., 79° 11′ 31″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Edward A. Allen** (27.77%), Vice President-General Manager **Philip P. Allen** (27.77%), Secretary-Treasurer **J. P. Read Jr.** (4.16%).

PETERSBURG, Va.—Lee Broadcasting Corp., VHF Ch. 8 (180-186 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 538 ft., above ground 608 ft. Estimated construction cost $363,500, first year operating cost $250,000, revenue $300,000. Post Office address: Broad-Grace Arcade Bldg., Richmond 19, Va. Studio location: 25 E. Washington St. Transmitter location: Hundred Rd., 7.5 mi. E. of Chester, Va. Geographic coordinates: 37° 20′ 33″ N. Lat., 77° 18′ 17″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principal owner is **Thomas G.**

(Continued on page 94)

SUCCESS of radio campaign conducted by Pomeroy's Dept. Store, an Allied Stores affiliate in Pottsville, Pa., is now obtainable in form of a monthly release of the Pottsville Studies prepared by Sam Cuff, radio-TV consultant to Allied Stores. Studies are complete radio packages with accent on the local department store market. Included are a description of merchandise advertised, sales gimmicks used, examples of continuity and a break down of sales results.

•••

SPOT WELL WORTH IT

ONE $18 spot announcement on KBIG Avalon, Calif., paid off with $600 worth of direct business for Clyde Davenport, owner-manager of the Catalina Inn, that city. The 60-second announcement offered free boat tickets from the Los Angeles mainland to anyone making reservations at the Inn for a week. Five reservations came in that afternoon, and Mr. Davenport estimates his mail has doubled and telephone reservations have quadrupled.

•••

PUZZLE ON TV

WEEKLY program *TV Crossword Puzzle*, featuring Margaret Farrar, *New York Times* crossword puzzle editor, as panelist and editor-adviser, made its debut on WPIX (TV) New York, yesterday (Sunday), 10-10:30 p.m. EDT. Format of show includes large-scale puzzle with visual cues performed by actors. Panel features actress Anne Burr, *New York Herald Tribune* book critic Gouverneur Paulding and screen writer John Duff Stradley. Larry Stevens is producer-m.c.

•••

TELEVISION EXHIBIT

RESIDENTS of Duluth, Minn., were treated to a TV preview by KDAL there, at the city's sixth annual Home Show. Station used RCA television equipment and constructed a TV studio within the Home Show area. Continuous entertainment was piped to commercial sets being exhibited through the building by local distributors. Multi-colored brochures distributed at the exhibit explained FCC action on TV grants as well as other pertinent facts on the Duluth television future.

WRTA

Altoona, Pa.

Twenty-eight years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

Roy F. Thompson

Represented by
Robert Meeker Associates

programs promotion premiums

RADIO HELPS CAMP

TESTIFYING to the effectiveness of radio, a one-man campaign over WDRC Hartford, has brought in more than $1,000 for the children's summer camp operated by the Hartford *Courant*. Jack Zaiman, president of the *Needle Club*, program on WDRC, raised the amount from political personages throughout Connecticut.

•••

AMUSES LEUKEMIA VICTIM

WBTV (TV) Charlotte, N. C., cowboy singing star Fred Kirby was brought by chartered plane June 15 to the bedside of one of his admirers, young Beverly Fincher, a leukemia victim, of Charlotte, whose condition had suddenly worsened. Since it was Mr. Kirby's day off, he was visiting his wife, a patient in an Asheville hospital, WBT and WBTV (TV) notified Charlotte police, who contacted Mecklenburg county, state, and Asheville police to look for Mr. Kirby, and then broadcast messages, which finally reached him. It was the third time he had visited the stricken girl within a week.

•••

TALENT HUNT

TALENT hunt is being conducted by WLS Chicago, WMIX Mount Vernon and WSOY Decatur, all Ill., for the state's outstanding girl folk singer. She will be named queen of the Illinois State Fair Barn Dance Aug. 9. Winner of the contest will appear on the WLS *National Barn Dance* broadcast from the fair and will receive $300.

•••

CONTEST AT KNXT (TV)

THREE week contest which will pay off at three marketing levels is being conducted by KNXT (TV) Hollywood. For Philip Morris Co. (Dunhill cigarettes), the station is asking viewers to complete "I switched to Dunhill . . . because . . ." A Hawaiian vacation is planned for the writer of the best letter with similar prizes going to the winner's Los Angeles dealer and three local Dunhill salesmen showing the largest sales increase during the contest period. Winner will be announced July 18.

•••

SPECIAL TV KITCHEN

CUSTOM-BUILT kitchen designed to provide the utmost in convenience of use, appearance on camera and economy of space on the set was seen for the first time last week on WBAL-TV Baltimore. Unit was constructed for *In the Kitchen With Landis*, show seen daily on WBAL. Reverse side of the bulkheads has been turned into storage space for props and products.

•••

SCHEDULE EXTENDED

RELEASE on time change at WHDH Boston states "curfew bell may ring for Boston's streets and pubs but no more for WHDH." Station has begun 24-hour-a-day operation with *All Through the Night*, show featuring light classical music from 1 to 6 a.m.

•••

SPONSORS CONCERTS

COMMUNITY band made up of 75 local musicians will present a series of three concerts sponsored by WFIN Findlay, Ohio, to promote community good will "through service plus stimulation of interest in musical entertainment." Two staff members, Allen Dudley, program director, and Dick Daugherty, disc jockey, play in the orchestra. Portions of each concert will be taped for rebroadcast at WFIN.

•••

TV PROMOTES MOVIES

TOWN Theatre, Baltimore, has purchased time on WAAM (TV) in that city for showing of *The Riddle of Robin Hood*, according to Ken Carter, station's manager. Program was specially prepared by Walt Disney for TV to promote his latest release which opened in Baltimore last week. Intention is to so interest the televiewer by the TV "preview" that he will go to the theatre to see the actual production.

•••

RADIO'S 'CHAIN LETTER'

SOMETHING new in radio programming has been initiated on Canadian airwaves. Show, *Telo-Chain*, is similar in format to the "chain letter" idea. Announcers draw names from mail bags, and call the person whose name is listed. Listeners identify a "mystery voice" which is aired several times daily. Each person called supplies the name and phone number of the next contestant. First station to buy *Telo-Chain* whose copyright is owned by Rolly Ford, is CKNW Vancouver. Mr. Ford is a member of the station's staff.

•••

SPOTLIGHT ON POLITICS

NEW show featuring pick-ups from four or five different stations in all sections of the country, has been inaugurated at KXYZ Houston. *Crossroads U. S. A.* is station's answer to the public's demand for "more political information." Weekly half-hour programs present newscasters from all over the nation giving their observations on the political scene in respective state or city.

WEEK'S ROUNDUP

WEEKLY half-hour documentary titled *This Week* is being presented at WSMI Litchfield, Ill. Show features five minutes each of sports news, women's news, music and farm information. Segments provide a summary of the highlights of the week with emphasis on local happenings.

•••

FOOTBALL BROADCASTS

EXCLUSIVE 1952 radio broadcast rights to the U. of Miami's nine home games in Miami, Fla., have been given to WGBS that city. Rights include local broadcasting and such additional territory as the station arranges to cover through other stations. None of the university's games will be telecast locally.

•••

"WGH DIGEST"

FOUR-hour daily music and information show covering "all sorts of information in many, many fields," was begun June 30 at WGH Norfolk, Va. In addition to popular music and local and national news roundups, **WGH Digest** will feature "The Corny Theatre," dramatization of a joke submitted by a listener with a prize going each day to the winner who sends in the best joke.

•••

THIRD DIMENSION PROGRAM

BINAURAL reception, the new third dimension in listening, will be available to WJR Detroit listeners every Wednesday and Friday evening. City's Symphony Pop Concerts, sponsored by the Pfeiffer Brewing Co., will be broadcast simultaneously over station's separate AM and FM outlets. To receive binaural reception listeners must tune in both AM and FM sets at the same time and adjust volumes and tone controls on both sets at the same hearing levels.

•••

FREE COMMERCIALS

OFFER of free commercials for all businessmen under 10 years of age who operate lemonade stands is being made by Little Ernie, star of *Story Time With Little Ernie* heard daily on WGAY Silver Spring, Md. Commercials will be aired each day throughout the summer months.

•••

WTOP NEWS LUNCHEON

NEWS luncheon was held by WTOP-CBS Washington June 26 for Claude Mahoney, farm director, who recently returned from a month's trip to Europe under Mutual Security Agency auspices. Mr. Mahoney gathered material for tape-recordings used on his daily *Once Over Lightly* on WTOP, 7:30-45 a.m. His junket took him to Germany, Italy, France and other points, where he studied farm techniques and radio-TV progress. Other broadcasters who made the trip were Sam Schneider, KVOO Tulsa; Larry Haeg, WCCO Minneapolis-St. Paul and C. W. Jackson, KCMO Kansas City, Mo.

Strictly Business

(Continued from page 18)

goaded him into becoming a successful film producer.

His family moved to Manhattan shortly after his birth in Far Rockaway, Long Island, on Jan. 20, 1921, and he attended De Witt Clinton High School, City College and the U. of Chicago. In 1940, while working as a button salesman, Mr. Turell took a course in 16mm films at City College and, he says, "was bitten by the bug."

After serving in the U. S. Army from 1942 to 1946, part of the time in the Southwest Pacific, Mr. Turell returned to New York. He set his sights on a film production job, repudiated a $100-a-week button salesman offer and finally wangled a spot in the film distribution section of Official Film Co.

"Four months later, in June 1946, I was a wiser man," Mr. Turell confides. "But I was still making 40 bucks a week. So I decided to take a flyer on my own."

He found an ideal partner in Mr. Rhoades, a former Wall Street brokerage worker. Their initial effort was directed toward procuring and selling 16mm films for school and home use.

For several months Messrs. Turell and Rhoades operated out of their hats, as it were, without an office and "with no films and no place to sell them." But early in 1947 they secured office space in an 18x6 hotel room.

Regular Prodding

It was at this point that Mr. Turell's father started to apply his series of systematic "hotfoots." The younger Turell likes to recall that his father would say: "You have an office, but no phone. You're not a businessman." When they got home, he would pointedly remark that the firm had no business. When the business started to roll in, Bernard Turell would insist, "You're not a businessman until you're grossing $10,000 a month"—and so on, ad infinitum.

The elder Turell, who died a few years ago, would be proud of the presently-organized Sterling Films. It now has 27 employes and occupies a 16-room office suite.

The beginnings of television distribution started in 1948 when Mr. Turell and his associates saw the home-movie market dwindling. By this time the firm had acquired a large source of film supply from such widely diverse places as Canada, New Zealand, India, U. S. colleges and United Nations.

Sterling reports that it now distributes some 4,000 films to 108 of the 109 television stations.

At the start, the films were used to fill the empty hours of early TV-time on stations that "had to keep them on the air." Sterling can give a station a film of Spain's great bull-fighter, Manolete, as he was gored to death; one on the growth of a new volcano and another on a battle between a shark and an octopus, to name a few.

Sterling offers its films of all kinds and all lengths as TV series. It can take several sports films, edit them, insert an opening and a closing, give it a title, and as Mr. Turell says, with hard work "you've got yourself a series." One of the best known series is *King's Crossroads* (ABC-TV, Sunday, 8-9 p.m. EDT).

Sterling has now entered the field of original productions and has sold its first offering, *Meet the Victim*, a mystery show, to 15 markets in the past few weeks. Other projected originals are a *History of Famous Buildings* series and a United Nations series.

Mr. Turell lives with his wife, the former Renee Kraus of New York, in New Rochelle with their two children, Michael, 4, and Jane, 2. He belongs to the Colony Club in New Rochelle but confesses that he "doesn't quite feel comfortable in the country club atmosphere."

Bridge is the rapid-rising executive's favorite pastime but politics is his life-long love. He is a registered Democrat, a member of the Americans for Democratic Action and will attend the Democratic Convention in Chicago this month.

But as father Turell would say, these things don't make a man a politician. And young Turell is now taking steady aim for the future when he hopes to win election to some post—either in New York or his home community of New Rochelle.

APPEAL FOR IKE

Club Denounces as Fraud

UNAUTHORIZED political appeal on behalf of Gen. Dwight Eisenhower which reputedly came from the offices of the Chicago Federated Advertising Club was denounced by the club last week as a fraud. A bulletin signed by a person identified as Calhoun Norton was mailed to CFAC members, although not to officers, advocating that they join Eisenhower backers to welcome convention delegates to Chicago.

The letter — headed "Special CFAC Bulletin" — asked volunteers to return a post card to Mr. Norton at what is believed to be only a mailing address. The Chicago and suburban telephone directories have no listing for the name. The letter was not printed on a CFAC letterhead, but the return address bore the CFAC letters.

Club President P. J. Morrison said Mr. Norton, "whoever he may be, has never at any time requested official permission to use the club's name. Had he done so, it would have been flatly refused." Mr. Morrison, who referred the matter to the state's attorney's office, said the club "carefully maintains a tradition of refusal to engage in political activity or to make any effort whatsoever to influence its membership for or against any candidate."

E. S. BAMBERGER

WOR Founder Dies in N. J.

EDGAR S. BAMBERGER, a founder and first president of WOR, once located in Newark and now in New York, died at his home at Avon, N. J., last Monday after a year of ill health. A widely known retired merchant, he was 69.

Mr. Bamberger, for 26 years an executive of L. Bamberger & Co. department store in Newark, was delegated in 1922 to establish a radio station to advertise and promote the store. WOR took the air Feb. 22, 1922, operating from studios approximately 12x12 feet in a corner of the store's sporting goods department.

Installation of equipment, hiring of personnel, and programming were handled under Mr. Bamberger, who was president of the station, a position he held for about three years. When WOR was moved to New York in 1925, he elected to remain in the merchandising field of the Bamberger operations. The station was sold to R. H. Macy & Co., along with the Newark store, in 1929, and is now owned by General Tire & Rubber Co.

Mr. Bamberger was born in Baltimore in 1883 and was graduated from Johns Hopkins U. there in 1903. He was associated with John Wanamaker store and with Hutzler Bros. in Baltimore before joining, in 1907, the Newark store founded by his uncle, Louis Bamberger. He progressed from cashier to buyer to merchandise manager, secretary and finally executive vice president, and remained with the organization for three years after its purchase by Macy's. He took an active part in civic affairs both before and after his retirement.

Survivors include his wife, Mrs. Mabel Bing Bamberger; three daughters, a stepdaughter, and a stepson. Funeral services were held Tuesday at East Orange, N. J.

GUEDEL BUILDING

Construction Underway

GROUP, composed of John Guedel, head of John Guedel Radio Productions, Hollywood; Irvin Atkins, director with the firm; and Art Linkletter, star of CBS Radio-TV's *House Party* and CBS Radio's *People Are Funny*, has started construction on a new two-story building at Beverly Blvd. and Fairfax Ave., Los Angeles.

Production units for Mr. Linkletter's programs and NBC Radio-TV's *You Bet Your Life* will be housed on the site, chosen for its proximity to CBS Television City, now being completed. Occupancy is planned for Nov. 1.

THOMAS B. MORGAN, WOV New York director of special events, is author of book, *Faith Is a Weapon*, published June 13 by G. P. Putnam Sons, N. Y. Book deals with action of Catholic church against Communist infiltration in Iron-Curtain countries.

'Small World'

IT'S a small world in Paris these days, what with three ex-Cowles employes working side by side in the radio branch of the office of the U. S. Special Representative in Europe. Latest arrival was Chris Mack, on leave from WNAX Yankton, S. D., who joined Gene King and Frank McDonald, formerly with WCOP Boston. Mr. King was WCOP program manager before he became director of European radio last fall. Mr. McDonald was an announcer at the Cowles Boston outlet. "Communists aren't the only people to have cells," an office dispatch muses.

CBC SURPLUS

With Aid of Govt. Grant

WITH AID of a grant from the Canadian government of $6,250,000, the Canadian Broadcasting Corp. has announced a net operating surplus for the fiscal year ending March 31, 1952, of $3,322,000. In the annual report tabled in the House of Commons on June 26, A. D. Dunton, CBC chairman, stated that the surplus would be used to carry out "to the fullest extent" the recommendations of the Massey Royal Commission, which called for expansion of CBC services. The government's grant is the first of four annual grants recommended by the Massey Commission.

CBC revenues in addition to the $6,250,000 from the government, included $5,800,000 from annual listener and private broadcast transmitter license fees, and $2,456,000 from commercial broadcasting. Expenditures included $5,774,000 for programs, $2,193,000 for engineering, and $1,270,000 for station networks. Salaries totalled $667,000, performers' fee $383,000, and $369,000 was spent on preliminary TV operations.

RADIO PIONEERS CLUB has issued its 1951-52 membership roster, containing some 800 names, indicating the organization's growth since 1947, when the last previous roster was published, with 270 names.

WDUZ
ABC NETWORK
in GREEN BAY, WIS.

GETTLEMAN BREWING COMPANY ADDS NOON-TIME BOWLING SHOW TO DAILY QUARTER HOUR SPORTSCAST (5:30 PM).

BEN A. LAIRD, PRES.
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PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!

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Units can be combined for studio operation of portable equipment.

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For new catalog — write:
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AD WORKSHOP
Opens July 14 in L.A.

SPEAKERS for the Los Angeles Advertising Workshop for teachers, to be held at Fairfax High School, July 14-25, have been announced by John Kemp, vice president of the Advertisers Assn. of the West. The seminar, also offered at U. of Redlands during the two-week period, will feature the same speakers on subsequent days.

Speakers are:

Don Belding, president, Foote, Cone & Belding Inc.; Russell Z. Eller, advertising manager, Sunkist Growers Inc.; Robert Coleson, West Coast director, Advertising Council; Robert J. McAndrews, commercial manager, KBIG Avalon; Ralph Yambert, president, Yambert-Prochnow Inc.; Robert Sample, vice president, Better Business Bureau of Los Angeles.

Jack O'Mara, partner, John I. Edwards & Assoc.; Sam Eastman, partner, Dozier, Eastman & Co.; and Charles Porter, art director, Foote, Cone & Belding Inc.; Herb Beaven, vice president, Mogge-Privett Inc.; John D. Roche, president, John D. Roche Inc., and Frances Corey, advertising manager, The May Co.

Donn Tatum, director of television, ABC Western Div.; George Moskovics, manager of television development, KNXT (TV); Syd Gaynor, sales manager, KFWB; Myra Clark, continuity acceptance director, KFI; Rodney Coulson, director of publicity, KHJ; and Mark Haas, vice president and program director, KMPC; J. Neil Reagan, vice president of McCann-Erickson Inc.

Sponsors are Los Angeles Advertising Women Inc., Hollywood Ad Club, Advertising Club of Los Angeles, and Advertising Assn. of the West in cooperation with Los Angeles Board of Education.

STUDENT GRANTS
SDBA Helps Radio Study

FOUR STUDENTS have been awarded radio engineering scholarships to the U. of South Dakota at Vermillion, two of them getting grants from the South Dakota Broadcasters Assn.

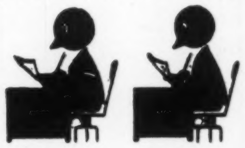
Winners, and their scholarships, include Harlan Peterson, Hereford, $100 from SDBA; Jaron Zastrow, Columbia, $100, SDBA; William Tosch, Madison, $100, South Dakota Health Organization, and Gary Altman, Plankinton, $50, Radio Guild.

Members of the scholarship committee of the broadcasters' group include George Rohn, KSOO Sioux Falls; Ray Eppel, KORN Mitchell; Max Staley, KIJV Huron, and Henry Schmitt, publisher of the Aberdeen *American News.* Radio Guild is a university group comprised of students interested in radio and the school station, KUSD.

Coverage Analysis

ANALYSIS of radio-TV production at the national political conventions, of speaking styles and of broadcast reporting is being conducted by the School of Speech at Northwestern U. and some 40 graduate students. All radio and TV network broadcasts are being monitored during both Republican and Democratic conclaves, with results analyzed after data is compiled.

FCC actions



JUNE 27 THROUGH JULY 2

CP-construction permit **ant.-antenna** **cond.-conditional**
DA-directional antenna **D-day** **LS-local sunset**
ERP-effective radiated power **N-night** **mod.-modification**
STL-studio-transmitter link **aur.-aural** **trans.-transmitter**
synch. amp.-synchronous amplifier **vis.-visual** **unl.-unlimited hours**
STA-special temporary authorization **CG-conditional grant**
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 83.

June 30 Applications . . .

ACCEPTED FOR FILING

AM—1280 kc

KTLN Denver—CP to change from 1150 kc 1 kw D to 1280 kc 5 kw unl.; install new trans. and DA-DN; change trans. location from 3000 S. Platte River Dr., 5.5 mi. south from center of Denver to 0.4 mi. east of Route 245, 0.7 mi. south of Route 87, south of Englewood, Col. AMENDED to change name to KTLN Inc.

Renewal of License

Following stations request renewal of license:

WTCJ Tell City, Ind.; WGRM Greenwood, Miss.; WFAH (FM) Alliance, Ohio; WATG-FM Ashland, Ohio; WCOL-FM Columbus, Ohio; WVKO-FM Fostoria, Ohio; WFOB (FM) Fostoria, Ohio.

AM—990 kc

KECC Pittsburg, Calif.—CP to increase power from 1 kw DA-N to 5 kw-N, 10 kw-D, DA-DN.

License for CP

KHJ-FM Hollywood, Calif.—License for CP which authorized changes in existing FM.

Extension of Completion Date

WTTV (TV) Bloomington, Ind.—Mod. CP which authorized new TV for extension of completion date to 1-30-53.

Change ERP

WTVN (TV) Columbus, Ohio—CP to increase ERP from 6 kw vis. 3.25 kw aur. to 100 kw vis. 50 kw aur.

WTVR (TV) Richmond, Va.—Mod. CP to change ERP from 2.3 kw vis. 1.15 kw aur. to 2.04 kw vis. 1.02 kw aur.

July 1 Applications . . .

ACCEPTED FOR FILING

License for CP

WROS Scottsboro, Ala.—License for CP which authorized new AM.

WLEF Little Falls, N. Y.—License for CP which authorized new AM.

License Renewal

KWLC Decorah, Iowa—Filed application for renewal of license.

APPLICATION RETURNED

KPOC Pocahontas, Ark.—RETURNED license for CP which authorized mounting FM ant. on side of AM tower.

July 1 Decisions . . .

BY BROADCAST BUREAU

To Remain Silent

KFGQ-AM-TV Boone, Iowa—Granted request for authority to remain silent July 4, July 30, 1952 and September 1, 1952 to have staff picnics.

Regular Sign-Off

WRAG Carrollton, Ala.—Granted request for authority to have regular sign-off period at 6:00 p.m. CST, for period ending in no event later than August 31.

Install DA

KYW Philadelphia—Granted license covering installation of new DA.

Cancellation of License

KSYL Alexandria, La.—Granted request for cancellation of license and deletion of call letters, effective May 31, 1952.

KURV-FM Edinburg, Tex.—Granted request to cancel license and delete FM.

AM—1230 kc

WIVI Christiansted, V. I.—Granted license for AM 1230 kc 250 w unl.

Change Transmitter Location

WELC Welch, W. Va.—Granted CP to install new trans. and move trans. and studio location.

Extension of Completion Date

KDEF Albuquerque, N. M.—Granted mod. CP for extension of completion date to 11-1-52.

FM—92.9 mcs (Ch. 225)

KDKA-FM Pittsburgh, Pa.—Granted license covering changes in FM: 92.9 mcs, Ch. 225, 9.2 kw, 670 ft.

FM—93.7 mcs (Ch. 229)

WMVO Mt. Vernon, Ohio—Granted license for FM: 93.7 mcs, Ch. 229, 3.2 kw, 310 ft.

FM—105.1 mc (Ch. 286)

WARL-FM Arlington, Va. — Granted license covering changes in existing FM: 105.1 mc, Ch. 286, 2.05 kw, 500 ft.

FM—96.6 mc (Ch. 245)

KFBK-FM Sacramento, Calif.—Grant-

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Telephone District 1205
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DOuglas 2-2536
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ed license for FM: 96.9 mc, Ch. 245, 3.2 kw, 260 ft. (BLH-838).

Extension of Completion Date

KOMA-FM Oklahoma City, Okla. — Granted mod. CP for extension of completion date to 1-1-53.

WRCM New Orleans—Granted mod. CP for extension of completion date to 9-18-52.

License for CP

WKZO-TV Kalamazoo, Mich.—Granted license to cover CP for TV and designation of trans. location.

Cancellation of License

WISE Asheville, N. C.—Granted consent to cancellation of license for alternate main trans.

Change DA

WAYS Charlotte, N. C.—Granted license covering changes in DA.

Change ERP

KSD-TV St. Louis—Granted CP to

(Continued on page 93)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Mountain area network affiliate in a sales management "preferred" area wants experienced salesman capable of being commercial manager and assuming additional responsibilities. Permanent. Established organization desires to advance the man selected. Include picture, references in letter to Box 538P, BROADCASTING • TELECASTING.

Young, experienced salesman with production ideas for 10 kw southwestern network affiliate; $45 week plus commission and car allowance. Submit photo with reply. Box 550P, BROADCASTING • TELECASTING.

Salesman-announcer. Old Dominion station offers fine opportunity for man in early 30's who is capable and experienced in radio sales and announcing. Seventy-five weekly to start. Box 552P, BROADCASTING • TELECASTING.

CBS station in highly competitive southeastern city will add one salesman to present staff. Rumuneration on commission basis with adequate draw. Write in full giving references and experience. Box 553P, BROADCASTING • TELECASTING.

Texas Gulf Coast station needs time salesman of proven ability and good habits. Permanent position for right man. Box 591P, BROADCASTING • TELECASTING.

Aggressive man, thoroughly familiar with all phases of successful radio selling. Regional accounts, manufacturers and top retail accounts. Generous guarantee against 15% commission. #1 Hooper station in a three station market, tops in sports and news. Real opportunity to establish home in rich middle west with continued future earnings. Box 601P, BROADCASTING • TELECASTING.

We have openings for two district sales managers—one east of the Mississippi, the other west. Good for 5 to 10 thousand a year. These are newly created sales positions in our merchandising division. Single men with cars preferred because of extensive traveling. Contact F. P. Kendall, Executive Vice President, National Research Bureau, Inc., Chicago 10, Illinois.

If you can sell we need you. Send full particulars to KSIL, Silver City, New Mexico.

Radio Station KWFC, Hot Springs, Arkansas, has opening for good local salesman. Guarantee and drawing account against commissions. Exclusive list of prospects. Good living and working conditions. Contact Manager.

Experienced salesman: 15 percent commission. $50 weekly guarantee for first 60 days. Unrestricted, protected prospects. Must have car. Angus D. Pfaff, WNMP, Evanston, Illinois.

Announcers

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Announcer with superior voice, interviewing ability, for station in important Texas market. Box 485P, BROADCASTING • TELECASTING.

Good announcer with first ticket. $65. to start—fast ups. Inland California net affiliate. Box 489P, BROADCASTING • TELECASTING.

Two announcers needed, no ticket necessary. One now, one September 1st. Midwest station—prettiest east of Mississippi. Will train beginner. Send details of experience, background, picture and tape to Box 592P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer with well-rounded experience, deep voice, to run livewire morning hillbilly and pop DJ show for Pennsylvania independent daytimer. Send complete information and disc. Box 598P, BROADCASTING • TELECASTING.

Wanted: Staff announcer who can also do good newscast. Please send all information, including salary requirements to KFBB, Great Falls, Montana.

3 experienced engineer-announcers, heavy on announcing. $75 per week, permanent to right men. Commercial manager. For north Louisiana station. Radio Station KLIC, Monroe, La.

Announcer with first class ticket. $65.00 for 40 hours. WEBJ, Brewton, Alabama.

Wanted—Combination man for night shift, emphasis on announcing. $75.00 weekly. Walt Gaines, WIEL, Elizabethtown, Ky.

First class combination man needed at once. Starting salary $55 for 40 hours. Contact Radio Station WNVA, Norton, Va.

Announcer-engineer wanted. South Georgia Mutual network station wants experienced announcer-engineer who can operate board and tables. $70.00 a week. WVOP, Telephone 327, Vidalia, Georgia.

Technical

Regional station in upstate New York with application filed with FCC needs qualified transmitter engineer fulltime. Fine opportunity with progressive station if you have what it takes. Forty hour shift, good working conditions. Write Box 394P, BROADCASTING • TELECASTING.

Network affiliate, 1 kw, to employ five first phone engineers to announce AM schedule, combo men, $400 per month if experienced. Live in ideal small town bordering large metropolitan area in Illinois. Write full details Box 398P, BROADCASTING • TELECASTING.

Engineer diligent and dependable. South Texas city. Box 486P, BROADCASTING • TELECASTING.

Chief engineer wanted by South Carolina 1000 watt daytime station. Must be able to do some announcing. Good salary. Box 523P, BROADCASTING • TELECASTING.

Combination man - Good working conditions in AM-FM installation North Carolina. Box 568P, BROADCASTING • TELECASTING.

First class engineer wanted immediately. Experience not necessary. Good working conditions. Augusta, Ga. Box 611P. BROADCASTING • TELECASTING.

Nebraska. First class engineer-announcer wanted for combination job at KCOW, Alliance, Nebraska. Salary depends on experience and ability. Can also use announcer-copywriter.

Chicago suburban. First phone. No experience necessary. $60 for 48 hours. All details first letter. WEAW, Evanston, Ill.

Engineer-announcer. Starting salary $70.00 per week WIRB, Enterprise, Alabama.

Two permanent engineering positions open. Starting salary $62 per 40 hour week. Contact Chief Engineer, Radio Station WKAP, Allentown, Pa.

Help Wanted (Cont'd)

First class engineer. Control board and recorder experience necessary. WKRM, Columbia, Tennessee.

Immediate opening experienced first class ticket holder. $60.00 per week. 40-hour week. Time and a half overtime. WLAD, Danbury, Conn.

First phone transmitter operator. WSYB, Rutland, Vermont.

Engineer-announcer for 250 watt Mutual station in Statesboro, Georgia. Nice college town, living conditions reasonable, good salary, job open August 1st. Want man who would like to settle in town, not a drifter. Write full particulars to R. H. Thompson, WWNS, Statesboro, Georgia.

Production-Programming, others

Experienced radio bookkeeper needed by Texas station in beautiful resort city. Box 484P, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Manager-chief engineer wishes contact with persons building or buying station. Can buy interest in station. Broadcasting experience of 26 years. References exchanged. Box 509P, BROADCASTING • TELECASTING.

Seeking step-up to general managership. Thoroughly familiar with all phases of successful radio, program and saleswise, plus accounting and business background. Box 563P, BROADCASTING • TELECASTING.

Manager: Desires to change. Successful small town operator. Sell. Announce. Civic minded. Age 32. Single. Local programming experience. Can make money for you. Box 603P, BROADCASTING • TELECASTING.

General manager. A-1 record, desires change. All replies answered. Box 607P, BROADCASTING • TELECASTING.

Stop! Do you need a good executive? One who can handle personnel, supervise contractual detail, office management. full charge bookkeeper, correspondence, secretarial skills, etc. Presently employed by small agency, but wishes change after 8 years. Box 620P, BROADCASTING • TELECASTING.

Salesmen

Ten years radio sales and production experience. Will answer all good sound radio or agency offers. Family and college man. Box 589P, BROADCASTING • TELECASTING.

Sales consultant available. Fifteen years broadcasting, electronics background, contract negotiator, familiar with government procedure. Will represent you in Washington area on commission or salary basis. Professional service at practical prices. Box 608P, BROADCASTING • TELECASTING.

Announcers

20 years radio. Year television. Have announced and produced top network shows. No prima donna or drifter. News, MC, disc jockey. Seeking permanent position. Best references. Tape, letter and picture on request. Available within two weeks. Box 526P, BROADCASTING • TELECASTING.

Top announcer. Can sell anything and everything. Authoritative news and sportscasts. Friendly, relaxed disc shows. Ad-lib artist. Minimum $90. Have first ticket. Box 590P, BROADCASTING • TELECASTING.

Experienced announcer. No drifter. Desire security, permanence, with future. State approximate salary. Box 594P, BROADCASTING • TELECASTING.

Disc jockey-special events. 31, draft exempt. Six years experience. Superior voice. Desires permanent location with future as marriage is planned next year! Box 595P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Announcer: 2 years' experience, all phases, versatile, reliable. Accept first immediate offer. Available immediately. Tell me your salary and phone number, and it's a deal. Box 600P, BROADCASTING • TELECASTING.

Announcer, experienced, sells, on and off air. Good background, married, available August 18. Box 602P, BROADCASTING • TELECASTING.

Radio-journalist, voice, single, veteran, 23, BS Journalism. Year's experience announcing, news writing. Desires midwest. Box 604P, BROADCASTING • TELECASTING.

Announcer-engineer. Single, veteran, some news and disc jockey experience. Now ready for offer where young man (age 20) can build future on sincere effort and faithful service. Have car. Available July First with first phone. Box 605P, BROADCASTING • TELECASTING.

Announcer-salesman. One year on air, 3 years selling. Family, veteran, 28. Have edited news, done remote sports. Will relocate. Can sell. Box 609P, BROADCASTING • TELECASTING.

Versatile experienced staff announcer (2 years), with news and disc jockeying as specialties. Location anywhere in U. S. if opportunity for advancement. Box 612P, BROADCASTING • TELECASTING.

Sports announcer available. 5 years experience all sports. Employed. Desire settle down with year-round sports minded station. Emphasis on baseball, football. State minimum salary. Box 616P, BROADCASTING • TELECASTING.

Announcer: DJ and special events man. Eight years. Character, to say the least. News, boards. Base, $75. Box 617P, BROADCASTING • TELECASTING.

Announcer, excellent newscaster, four years experience largest markets. Seek position good future, decent salary. Box 623P, BROADCASTING • TELECASTING.

Adaptable! Salable! Available! Desires congenial regional station in not-too-large city. 27, Family man, sober and conscientious. Thoroughly experienced —all announcing assignments. Personal interview necessary. Lance Jensen, 229 Columbus Avenue, New York City, TRafalgar 3-2469.

Korean veteran, 3½ years experience. DJ afternoon and/or evening. Desire position in good steady station. $80 minimum. Don Keating, 2419 St. Paul Blvd., Rochester, N. Y.

To manager seeking top announcer, round out highly competent staff. His station's position in sizeable market demands minimum 5 years varied experience, excellent voice, smoothness, high program, production sense, dependability, congeniality, permanence, station asset working or away. Contact Harvey D. Murphey, 153 Mount Joy Pl., New Rochelle, N. Y. Locate anywhere.

Technical

Chief engineer, commercial manager, Experienced construction and maintenance engineer, successful time salesman and station manager can furnish best of references. Prefer south or southwest. Box 610P, BROADCASTING • TELECASTING.

Engineer with first phone. Inexperienced. 3 years in radio repair. Box 613P, BROADCASTING • TELECASTING.

Radio operator, first class license. No experience. 3 years schooling, including TV-radio service and repairs. Desires position with broadcasting station. Box 614P, BROADCASTING • TELECASTING.

Radio operator, first class license. No experience. 3 years schooling, including TV-radio service and repairs. Desires position with radio broadcasting station. Box 615P, BROADCASTING • TELECASTING.

Engineer, first phone. No station experience. Technical school graduate. Married. West preferred. Veteran. Box 618P, BROADCASTING • TELECASTING.

Radio operator, first class license. No experience. 3 years schooling including TV/radio service and repair. Desires position with radio broadcasting station. Box 621P, BROADCASTING • TELECASTING.

Veteran, 25, married. **First phone.** Five years technical, five months broadcasting experience. Interested in television. Box 622P, BROADCASTING • TELECASTING.

XUM

Situations Wanted (Cont'd)

First class licensed engineer, can learn announcing. North Carolina only. Write "Engineer", P.O. Box 416, Fuquay Springs, N. C.

Veteran, first class license wishes permanent position, 6 months broadcast station experience. Karl Vann, 672 Park Place, Brooklyn, New York.

Production-Programming, Others

Girl continuity writer, office work, announcing. Excellent references. Box 527P, BROADCASTING • TELECASTING.

Experienced continuity woman, librarian, women's director, program director, seeking advancement. Midwest only. Available by September First. College graduate, Phi Beta Kappa. Box 606P, BROADCASTING • TELECASTING.

Attention: eastern New York, Connecticut, Massachusetts, Vermont, New Hampshire, News and sports director, one kw indie, complete board and remote equipment. Experienced, capable staff man, all phases. Wife's illness forces change of positions. Excellent references. Box 619P, BROADCASTING • TELECASTING.

University professor, 30, with proven television experience, desires opportunity in long-range educational programming. Box 625P, BROADCASTING • TELECASTING.

Television

Production-Programming, others

Young man with 18 months excellent TV production training needs actual experience anywhere. Box 559P, BROADCASTING • TELECASTING.

For Sale

Stations

Southwest: 250 watt unlimited. $6,000 monthly potential. No competition. $42,000. Box 593P, BROADCASTING • TELECASTING.

Completely equipped radio & TV school & recording studio. Building now leased moderately. 4306 N. Central Ave., Phoenix, Arizona.

Western stations. Independents, affiliates. Priced from $18,000 to $750,000. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

Ideco 255′ heavy duty self-supporting tower; 30,000 feet ground wire; 22 sections 7/8″ transmission line: one 1 kw tuning unit; RCA BT 250 L transmitter. Box 597P, BROADCASTING • TELECASTING.

Collins 1 kw transmitter. Excellent condition. Now operating 18 hours a day. Available soon. Box 624P, BROADCASTING • TELECASTING.

Stainless 200 foot tower. $1200 prepaid. Excellent condition, two years use. WPAW, Pawtucket, R. I.

Used radio towers, two-200 foot guyed radio towers fully equipped with guy lines and lights in accordance with C.A.A. regulations. Can be made any length up to 400 feet. White Construction & Engineering Company, Inc., 300 —22nd Street South, St. Petersburg, Florida. Phone 75970.

Wanted to Buy

Stations

Manager and chief engineer want to buy 250 watt or 1000 watt station, preferably in south. Can operate. Box 596P, BROADCASTING • TELECASTING.

Equipment, etc.

Used G-R 916-A RF bridge and accessories. Advise condition and price. Rollins Broadcasting, Inc., Rehoboth, Delaware.

Used 23-20′ sections 1⅝″ 51.5 ohm coax. 4-90° elbows, gas stop, dehydrator, and expansion hangers. WCNT, Centralia, Illinois.

Wanted to Buy (Cont'd)

Wanted, used FM equipment in good shape. Send information to Radio Station WFRC, P. O. Box 990, Reidsville, N. C.

Used equipment: Frequency monitor, modulation monitor, limiting amplifier, pickups, turntables, coax line. WMAM, Marinette, Wisconsin.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Salesmen

LIVEWIRE TIME SALESMAN

If you are a young livewire time salesman how would you like to join up with a progressive organization now owning two highly successful AM stations with applications pending for another AM plus TV. We are interested in an aggressive man who is a real competitor and wants to get ahead by hard work. We will put you to work as assistant to the commercial manager of our station in a market with the highest income per capita in Louisiana. We will guarantee you $300 monthly, expenses and a percentage of your sales. If you do a good job you will have an opportunity to move up in our rapidly expanding organizations. Unless you are a real salesman and can produce don't apply. Send complete details including past sales figures, references and photo. Box 626P, BROADCASTING.TELECASTING.

Technical

Operating engineers wanted for defense radio project. Four station chief engineers, four transmitter supervisors, four receiver supervisors, 16 transmitter operators, 16 receiver operators. Radio telegraph, radio telephone or advanced amateur license desired but not necessary. Salary, $6,000 to $9,000, per diem, travel expenses. E. C. Page, Consulting Radio Engineers, 600 Bond Building, Washington, D. C.

For Sale

Portable transcription playbacks. $37.75 F.O.B. Chicago. 8″ speaker, 3 tube amplifier full range tone control. Astatic "400" pickup arm. Plays 33, 45 and 78 RPM. All sizes including 16″ disc. Carrying weight 28 pounds. Richard Alan Company, 3618 Milwaukee Avenue, Chicago 41, Illinois. Spring 7-7100.

Schools

NBS GRADUATES are in DEMAND

NBS has more requests for trained radio help than it can fill! Jobs are waiting *right* now for NBS-trained graduates. Get your first class license in a few months; complete combination training in a year or less. Course includes announcing, writing, selling, drama, news editing, production, programming, disc jockey technique.

100% Placement of Combination Men
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Write Today for Details

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531 S. W. 12th Ave., Portland 5, Ore.

NFL SUIT

Pre-Trial Conference Aug. 6

PRE-TRIAL conference of attorneys in the government's anti-trust suit against the National Football League has been set for Aug. 6, with the trial date to be fixed then —probably for sometime in the fall.

Suit originally was scheduled to begin June 16, but was postponed due to the pre-occupation of Judge Allan K. Grim of the U. S. District Court in Philadelphia with another case.

Suit, brought by the Dept. of Justice last October, charges that the National Football League engaged in a conspiracy in restraint of trade by restricting member teams from selling radio and TV rights freely [B•T, Oct. 5, 1951]. Basis of conspiracy charges is Article X of NFL's constitution and by-laws. This provides among other things for a radio or TV "blackout" when the home team is playing at home.

Motion to dismiss, made by NFL, was denied by Judge Grim early this year [B•T, Jan. 15].

In its answer to the complaint, NFL alleged that it is not engaged in interstate commerce, therefore not liable under the Sherman Act. It also declared that its principal business was staging football games and that radio and TV broadcasts are incidental [B•T, March 3].

Suit also named the 12 members of the National Football League as defendants.

Berding Sworn In

ANDREW H. BERDING, previously with the Mutual Security Agency and Office of Defense Mobilization, was sworn in last Tuesday as director of public information for the Dept. of Defense. He succeeds Clayton B. Fritchey, who resigned in late May to become administrative assistant to the President [B•T, June 2]. Mr. Berding left ODM shortly after the resignation of Charles E. Wilson as mobilization director last March 31 to head up public information for MSA.

Miscellaneous

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EXPERIENCED BROADCASTERS NOW AVAILABLE

LOU NELSON: When your morning shows need zip and your PULSE rating needs a lift call on Lou for the zaniest and most salable type of morning DJ work. Formerly morning man at WJEH, WBEX, and WKBS. Lou is strong on witty impersonations and lively patter. On the serious side, he's terrif as a newscaster and staff announcer. TAPE or DISC AVAILABLE.

MATT HUBER: A lot of education comes with this boy. An M.A. from NYU, Matt has played, coached and officiated in 3 major sports. An expert with play-by-play, he's adept at special events musical shows and newscasting. TAPE or DISC AVAILABLE.

DON COLE: Announcer - newscaster, DJ. Don's not a specialist but is definitely an all 'round staff man with emphasis on good commercial delivery. Hails from New England and would like to settle there. Good on musical shows and news. Excellent board man. TAPE or DISC AVAILABLE.

ERV FISCHER: Excellent on play-by-play. Erv's college background in baseball, football and basketball makes him an authority on sports reporting. Strong on news, commercials and music shows. TAPE or DISC AVAILABLE.

STEVE YOCUS: When not writing continuity for his two favorite music shows "Memories of Yesteryear," and "Hawaii Calls." Steve does his best job in the sports arena and on man-in-the-street interviews. You'll like his response to responsibility. Good at the board. TAPE or DISC AVAILABLE.

BILL ROSEN: Here is your ideal program creator. An announcer - writer of network calibre for any local station. Excellent at continuity and production. Bill's forte is concocting recorded musical shows that are inexpensive and saleable. You'll like his original called "Looney Lyrics." OK on news, interviews and commercials. TAPE or DISC AVAILABLE.

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SRT men and women are employed in broadcasting stations all over the United States

WFDF BENEFIT

Finances Children's Camp

BENEFIT show presented by WFDF Flint, Mich., made possible a summer camping trip for 27 underprivileged Flint children with listeners calling in to pledge $1,100, oversubscribing the goal of $900.

The WFDF show, originally scheduled for an hour and a half, grew into three and a half hours when it was aired June 28, with appeals by leaders of Flint social service organizations and Mayor Paul Lovergrove. The children live at the Whaley Home for children from broken families.

WFDF Chief Announcer Bud Haggart, assisted by staff announcers, emceed the show, and a six-piece orchestra was provided by the Flint Federation of Musicians. Mr. Haggart's and Lee Driscoll's singing was featured.

Idea for the benefit came from the Flint Civitan Club, which in previous years had financed the camping trips, but which this year found financial help necessary.

UN Position Open

POSITION for a "telecommunication engineering professor" to serve with the UN Technical Assistance Administration is now available, according to the Secretary General of the International Telecommunication Union. ITU has asked the State Dept.'s Telecommunications Policy Staff for assistance in obtaining suitable candidates. Applicants should list, not only technical knowledge but also administration and operations experience. Assignment is for one year to advise India on formation of a training course in the Dept. of Telecommunication Engineering in Madras. Qualifications: A top-ranking professor with long experience in a U. S. university. Applicants should file curriculums and references with Telecommunications Policy Staff, Dept. of State, Washington 25, D. C.

NET profit of Standard Radio Ltd., Toronto, owners of CFRB Toronto, for fiscal year ending March 31, 1952, amounted to $85,035, compared with $87,909 in previous year.

Carolina Network Station

$55,000.00

The only station in an attractive smaller Carolina market. A combined installation makes possible a very economical operation and opportunity for sizable profits. This is an ideal property for two active partners. Financing arranged.

Appraisals • Negotiations • Financing

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I WANT TO BUY
A RADIO STATION

Already own and operate one station and now I'm looking for another. Would consider any part of the country except New England and deep south. Metropolitan area population between 250,000 and 1,000,000 preferred. Most interested in low frequency daytime operation that has not reached its full potential. Others might be considered. Prepared to pay all cash. Your reply will be treated with utmost confidence. I am not a broker, and am not looking for a station that has been "shopped around." If station is what I am looking for I am prepared to close sale immediately.

Box 627P, BROADCASTING • TELECASTING

New Business

(Continued from page 20)

olives & maraschino cherries), names Jimmy Fritz & Assoc., Hollywood.

MAIER BREWING Co., L. A., appoints Factor-Breyer Inc., that city. Advertising budget is estimated at half million dollars annually.

H. A. CHURCH Co., Chicago, distributor of Metallic X household mending cement, appoints Buchanan & Co., that city.

OXY-CATALYST Mfg. Co., Wayne, Pa., appoints Gray & Rogers, Phila.

TWISTO CONTAINER Corp., L. A. (toothpaste-dispensing toothbrush), appoints W. B. Geissinger & Co., that city. Radio-TV will be used.

A. E. STALEY Mfg. Co., Decatur, Ill., appoints Fuller & Smith & Ross, Chicago, for soybean division.

RPM MFG. Co., Lamar, Mo. (rotary power lawn mower), appoints Charles Blum Adv., Phila.

JERCLAYDON Inc., N. Y. (Glamorene carpet cleaner), appoints J. Walter Thompson Co., same city.

SILVERTEX Co., Phila. (men's suits), appoints Leonard F. Fellman & Assoc., that city.

CONNECTICUT GENERAL LIFE INSURANCE Co., Hartford, Conn., appoints Cunningham & Walsh, N. Y.

LEE TIRE & RUBBER Co. of New York Inc., Conshohocken, Pa., appoints Gray & Rogers, Phila.

GLOBAL MARKETING SERVICE, Oakland, Calif., appoints Ad Fried Adv., that city. Radio-TV schedule will be announced later.

THRIVO Co., Phila. (dog food), names Gray & Rogers, that city.

Adpeople . . .

J. C. (LARRY) DOYLE named sales and advertising manager of Ford Motor Co., Detroit.

E. GRAYSON WEYMOUTH Jr., Kudner agency, N. Y., to Colgate-Palmolive-Peet Co. advertising staff to work with **RALPH ROBERTSON**, assistant advertising manager in charge of media for Colgate.

WILLIAM KALAN, vice president in charge of client relations, Schwerin Research Foundation, N. Y., to Toni Co., Chicago, as manager of plans and creative activities. He and **JACK R. GREEN**, Toni's media staff, appointed associate advertising managers.

JAMES L. DORR appointed assistant advertising manager, Scott-Atwater Mfg. Co., Minneapolis.

ROLAND P. S. CAMPBELL, product manager in charge of sales and advertising, Post Cereal Div., General Foods Corp., to Andrew Jergens Co., Cincinnati, as vice president in charge of advertising.

H. CHANDLER HOLMES, production manager of advertising and public relations department, Monsanto Chemical Co., St. Louis, named advertising manager.

Employment Agency Employment Agency

STATIONS

Although we are slow in meeting the heavy demand for combination men it is more and more possible for us to meet your needs in such fields as:—*Management, Sales, Production, Announcing,* and Straight *Engineering.*

COMBINATION ANNOUNCER-ENGINEERS:

Seeking to relocate? Write to us for Application Forms. Many choice openings in your field. Our fee—*ONLY* one we[illegible] salary. *NO OTHER CHARGES.*

Broadcast Management Services Co.
AGENCY

17 East 48th Street, New York 17, New York
PL 5-1127 E. C. Lobdell, Licensee

FCC Actions

(Continued from page 89)

decrease ERP 16 kw vis. to 15 kw vis., change type of ant.

Change Transmitter Location

WMOU Berlin, N. H.—Granted CP to change trans. location and to make changes in ant. system.

WBHP Huntsville, Ala.—Granted CP to change trans. location, studio location and type trans.

Extension of Completion Date

KNBR North Platte, Neb.—Granted mod. CP for extension of completion date to 8-15-52.

July 2 Decisions . . .

ACTIONS ON MOTION

B. & C. Radio Co. Inc., Rockford, Ill.—Granted petition insofar as it requests dismissal of application, application dismissed with prejudice.

LaFollette Bcstg Co. Inc., LaFollette, Tenn.—Granted petition for acceptance of late notice of intention to participate in oral argument on exceptions to Initial Decision in proceeding re application.

Easton Publishing Co., Easton, Pa.—Granted petition for extension of time to August 15, 1952, to file exceptions to the Initial Decision issued in proceeding re application and that of Allentown Broadcasting Corp., Allentown, Pa.

By Hearing Examiner Basil P. Cooper

WELS Kinston, N. C.—By memorandum opinion and order denied motion insofar as it requests a continuance of hearing for period of 45 days beyond July 8, 1952, but granted insofar as it requests continuance for one week, and the hearing now scheduled in re for transfer of control of WELS and for renewal of license for July 8, 1952 is continued to July 15, 1952, at Kinston, N. C. Granted motion to accept late appearance of counsel for Farmers Broadcasting Service Inc.

AIR DROP

IN WBSM Promotion

FAST PROMOTION of a speech rebroadcast over WBSM New Bedford, Mass., included dropping of leaflets in that city to inform citizens of the impending airing of a talk made earlier during the day before the Rotary, Lions and Kiwanis clubs of that city.

When the Rev. Alexander St. Ivanyi, an exile from communist Hungary, made a talk before the New Bedford civic clubs, Harry Moore Jr., WBSM commercial representative, taped the address. Then Mr. Moore decided the talk was significant enough to promote its rebroadcast on the air that night.

Kiwanis President Earl DeWalt's printing plant printed 25,000 flyers in 40 minutes and in two hours the bills had been dropped over the city by a seaplane operated by another Kiwanis member, Robert Tinay. It was necessary to get permission for the flight via two-way radio from an airport official then aloft in a heliocopter.

WBSM plugged the scheduled airing through the day and the rebroadcast was termed a success. The Hungarian cleric warned of "freedom in danger," subject of the flyers, and described his experiences behind the Iron Curtain.

GENERAL rate card No. 3 has been issued by WBBZ Ponca City, Okla. Station reports this is second such change since 1949.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH JULY 3

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,353	2,332	88	328	211
FM Stations	635	582	70	11	8
TV Stations	108	97	11	586	7

(Also see Actions of the FCC, page 88)

Docket Actions . . .

INITIAL DECISION

KCOG Centerville, Iowa—Centerville Bcstg. Co. Hearing Examiner J. D. Bond issued initial decision looking towards denial of application to increase power from 100 w to 250 w on 1400 kc, fulltime. Decision July 2.

Brownwood, Tex.—Lyman Brown Enterprises. Hearing Examiner Elizabeth C. Smith issued initial decision looking towards grant of application for 1240 kc with 250 w fulltime; engineering conditions. Decision July 1.

Non-Docket Actions . . .

AM GRANTS

Chanute, Kan.—Cecil W. Roberts. Granted 1460 kc, 1 kw daytime. Estimated construction cost $11,425, first year operating cost $52,000, revenue $65,000. Mr. Roberts also is licensee of KREI Farmington, Mo., KNEM Nevada, Mo., and KCHI Chillicothe, Mo. Granted July 2.

Chapel Hill, N. C.—Village Bcstg. Co. Granted 1360 kc, 1 kw daytime. Estimated construction cost $16,275. Partners are Roland McClamroch Jr. (51%), field representative for Specialties Corp.; Roy E. Fullen (24½%), chief engineer for WTIK Durham, N. C., and L. T. Dark (24½%), attorney and partner in law firm of Dixon & Dark, Siler City, N. C. Granted July 2.

FM GRANTS

Jacksonville, Fla.—WIVY Inc. Granted 93.7 mc (Ch. 229), 3.3 kw, antenna height above average terrain 215 ft.; Class B station. Estimated construction cost $5,000, first year operating cost $4,800, revenue $5,000. Granted July 2.

Emporia, Kan.—Kansas State Teachers College of Emporia. Granted 88.7 mc (Ch. 204), 350 w, antenna height above average terrain 105 ft. Non-commercial educational station. Estimated construction cost $1,800. Granted July 1.

Logan, Utah—Utah State Agricultural College. Granted 88.1 mc (Ch. 201), 10 w. Non-commercial educational station. Estimated construction cost $4,000. Granted July 1.

TRANSFER GRANT

WLCS-AM-FM Baton Rouge, La.—Granted relinquishment of control by A. M. Cadwell, et al., original stockholders, to Lewis Gottlieb and Roland Kizer through transfer of 17.15% of stock for $21,580; Willis W. Wilson, co-administrator of estate of Harry B. Nelson will transfer 17.5% to them for $25,000. Mr. Kizer is senior partner in Baton Rouge law firm of Kizer, Heaton & Craig. Mr. Gottlieb is owner and manager of Standard Motor Car Co., Baton Rouge. Granted July 3.

DEEM F. RAHALL

Killed in Air Collision

DEEM F. RAHALL, 35, of Charleston, W. Va., well known broadcaster, was among five persons killed when two planes collided over Nitro, W. Va.

Mr. Rahall was in a four-passenger airplane, which was coming in for a landing. A Piper Cub, also preparing to land, collided with the Stinson only 600 yards from the airport. Crash occurred June 6. The plane in which Mr. Rahall was riding crashed into shallow backwaters of the Kanawha River.

Among broadcasting posts held by Mr. Rahall were those of vice president of WKAP Inc. (WKAP), Allentown, Pa.; vice president of Rahall Bcstg. Co. Inc. (WWNR), Beckley, W. Va.; secretary of Norristown Bcstg. Co. Inc. (WNAR), Norristown, Pa., and secretary of Charleston TV Inc.

Surviving are his wife, Mrs. Gloria Rahall, two children, Deem F. Jr., 3, and Gayson, 5; his parents and three brothers.

WOAX SUED

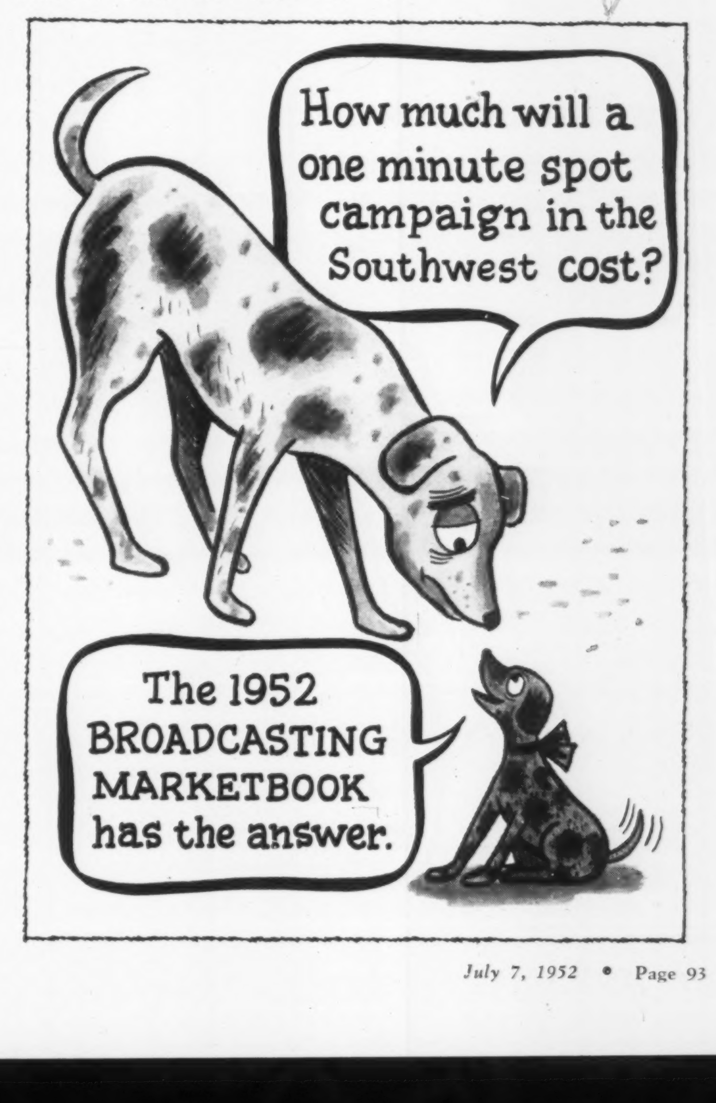
Wolff Asks $200,000

CIVIL SUIT asking $200,000 damages from WOAX Inc. (WTNJ) Trenton, N. J., along with three of its principals, was filed last week in Superior Court of New Jersey, Mercer County, by Franklyn J. Wolff, former vice president and treasurer. The principals named in the suit were Erling C. Olsen, described in the suit as attorney for the other two, Charles E. and Julie V. Loew.

Mr. Wolff charges the defendants "conspired" to remove him from his job as well as to destroy his character and reputation as well as prevent him from getting other radio employment or a station grant. He was named manager of WTNJ in 1937, Mr. Wolff states. WTNJ has been involved in revocation proceedings under an order issued Dec. 20, 1950.

Canada Ad Agencies

SIXTY-FOUR advertising agencies with offices throughout Canada have been enfranchised for the year ending May 31, 1953, by the Canadian Assn. of Broadcasters. Included are Canadian branches of 13 U. S. agencies, with offices at Toronto or Montreal, or in both cities. American agencies having Canadian branches are Atherton & Currier, Inc.; Benton & Bowles Inc.; Dancer - Fitzgerald - Sample (Canada) Ltd.; Ellis Adv. Co.; Erwin, Wasey of Canada Ltd.; Grant Adv. (of Canada) Ltd.; Hutchins Adv. Co.; Kenyon & Eckhardt Ltd.; O'Neil, Larson & McMahon; Ruthrauff & Ryan Inc.; J. Walter Thompson Co. Ltd.; Armand S. Weill Co.; and Young & Rubicam Ltd.


How much will a one minute spot campaign in the Southwest cost?
The 1952 BROADCASTING MARKETBOOK has the answer.

TV Bids Pass 500 Mark

(Continued from page 61)

38, $500,000-599,999; 20, $600,000-699,999; 8, $700,000-799,999; 9, $800,000-899.999; 3, $900,000-999,999; 8, $1 million and over.

There were four more applications last week for stations costing more than $1 million to construct. These include WHB Kansas City, to spend $1,472,240 for its proposed Channel 9 station; WPRO Providence, $1,012,991, Channel 12; WGBS Miami, $1,253,672, Channel 10; and WWVA Wheeling, W. Va., $1,232,312, Channel 9.

FCC already has granted an existing station a change of facility pursuant to provisions of the Sixth Report, WXEL (TV) Cleveland, from Channel 9 to Channel 8 [B•T, June 30]. Others are understood to be forthcoming since these requests are top priority under the temporary processing procedure.

The Commission earlier also denied the request of Westinghouse Radio Stations Inc. for modification of the temporary processing procedure to employ a "television service factor" of population divided by services available. Similarly, FCC has explained it will handle on a case-by-case method those applications for a television station jointly proposed by separate, competitive AM stations in the same area. FCC denied the petition of KFBI Wichita for declaratory ruling on this policy.

The Commission, in a letter to WDRC Hartford, similarly clarified its rule on main studio location, explaining Sec. 3.613 of its rules means within the city limits, not the metropolitan district.

FCC last week, in reply to Consulting Engineer A. Earl Cullum, Dallas, Tex., clarified the proper method for determining effective radiated powers. FCC wrote:

> This is with reference to your letter of May 16, 1952, in which you request information as to whether the FCC "in determining effective radiated power will consider the RMS field of the horizontal pattern as giving the effective radiated power or whether some other criterion should be used." You refer particularly to two possible antennas for television use, both of which were designed to have a nominal circular azimuthal radiation pattern but one of which is circular within plus or minus 1½ decibels and the other of which is circular within plus or minus 3 decibels.
>
> Where a television antenna is determined to have a nominally circular azimuthal radiation pattern and is, therefore, for purposes of the Commission's Rules nondirectional, the effective radiated power is based upon the average antenna power gain for each horizontal direction. In determining the effective radiated power of a nondirectional antenna, more than the maximum radiated power may be transmitted in one or more horizontal plane directions so long as the root-mean-square or average of all horizontal plane directions does not exceed the maximum permitted by the Rules.
>
> In this connection, however, your attention is directed to Sec. 3.685(e) with respect to directional antennas. A directional antenna is considered to be an antenna that is designed or altered for the purpose of obtaining a noncircular radiation pattern. In determining whether or not any specific antenna pattern has been designed or altered for the purpose of obtaining a noncircular radiation pattern, the effect of the design, especially the ratio of maximum to minimum radiation in the horizontal or vertical planes and the extent of the deviation from the average radiation will be considered by the Commission on a cases to case basis. In view of the foregoing, the two antennas you describe are considered to be nondirectional. Where a television antenna is found to be directional, in accordance with Sec. 3.685(e)(3), the maximum effective radiated power in any horizontal or vertical direction may not exceed the maximum values permitted by Sec. 3.614 and Appendix C, Figures 2(a) and 2(b). Therefore, in the case of any television antenna found to be a directional antenna, the average power of the horizontal pattern will determine the effective radiated power of the antenna but the maximum effective radiated power in any direction will not be permitted to exceed the maximum values provided in the Commission's Rules.

Respecting KFBI's petition for a declaratory ruling, FCC's memorandum opinion and order denying the request noted the station wished answers to these questions:

> **1. Can the officers, directors, or stockholders of two or more AM radio stations serving the same city be granted a license to operate a TV station, and be permitted to retain their holdings in their individual radio stations if the radio stations continue to be operated as separate entities?**
>
> **2. If two AM stations licensed to serve the same city join in an application for a television station, would such an application be at any disadvantage either by rule or Commission policy as against an application by parties not engaged in radio station operation?**
>
> **3. Would there be any prejudice on the part of the Commission against the granting of such a joint application?**
>
> **4. Would a joint application of two or more AM radio stations per se be in conflict with the public interest provided that the operation of said radio stations will continue to be operated as separate entities?**

"As we understand the basic question presented here," FCC said in its opinion, "it is whether grant of an application for authority to construct and operate a televison station would be precluded because the applicant consists of the officers, directors or stockholders of two AM stations operating in the principal community to be served by the television station."

FCC said "this question arises (1) because of those provisions of our 'multiple ownership rules' limiting the extent to which AM stations with overlapping service areas may be under common control, and (2) because of the policy which we have followed with respect to common ownership, management, or other interests in AM stations in the same community even though such interests would not amount to control of two stations in the same community."

The order continued to explain that "in addition to the foregoing requirements we have, as a general policy, required that there be a complete divorcement of management, ownership and other interests between stations in the same class in the same community or serving substantially the same area."

"In our view," FCC concluded, "the questions posed in the KFBI Inc. petition can only be answered in the light of the circumstances presented by a specific application. Accordingly, no determination can be made with respect to these questions at this time."

In reply to Westinghouse Radio Stations' proposal to modify the temporary processing procedure on the basis of using a "television service factor" of population divided by available services, FCC pointed out that incorrect use was made of the four priority principles of allocation set forth in the Third Notice and the final Sixth Report.

"It is important to point out," FCC said, "that in both of said documents it was clearly indicated that said priorities were proposals as a basis for promulgating a table of assignments. At no time was it inferred that they were to be considered as the basis for a processing procedure."

FCC's letter to Westinghouse continued:

> **The Commission believes that the public interest, convenience, and necessity would, in the long run, be better served by adherence to the procedural priorities established in its temporary processing procedure rather than through the adoption of a formula of the nature suggested in your comments. The application of your formula, as you will appreciate, would eliminate to a substantial degree the precedence the Commission has given to the early and firm establishment of a UHF television service in all of the cities in the Group B(2) category. The Commission believes that the elimination of such precedence would be undesirable. As we stated in the Sixth Report, the precedence given to UHF in Groups B(1) and (2) "will help enable the younger service to make a firm start, a matter of great importance to the development of the assignment pattern provided for in the able of assignments."**

REASON WHY
People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 25 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice *of* Kansas *in* TOPEKA

TV Applications

(Continued from page 85)

Tinsley Jr. (99.6%), licensee of WLEE Richmond and president and 14% stockholder of WITH Baltimore.

ROANOKE, Va.—Times-World Corp. (WDBJ), VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1936 ft., above ground 573.5 ft. Estimated construction cost $525,064, first year operating cost $238,450, revenue $191,400. Post Office address: 201-203 W. Campbell Ave., Roanoke. Studio location: 124 W. Kirk Ave. Transmitter location: Ft. Lewis Mt. Geographic coordinates 37° 20′ 37″ N. Lat., 80° 04′ 14″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer George C. Davis, Washington. Principals include President **J. P. Fishburn** (49%), Vice President **J. B. Fishburn** (40%); Vice President and General Manager **Shields Johnson**; Vice President and Associate Publisher **M. W. Armistead III**; Treasurer **R. H. Wills** and Secretary **Barton W. Morris Jr.**

ROANOKE, Va.—Roanoke Broadcasting Corp. (WSLS), VHF Ch. 10 (192-198 mc); ERP 248 kw visual, 124 kw aural; antenna height above average terrain 1,973 ft., above ground 174 ft. Estimated construction cost $320,000, first year operating cost $150,000, revenue not estimated. Post Office address: Shenandoah Bldg., 301 First St. S. W., Roanoke, Va. Studio location: 301 First St., S. W., Roanoke. Transmitter location West side of U. S. 221, Poor Mt., Va. Geographic coordinates: 37° 11′ 51″ N. Lat., 80° 09′ 10″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Hanson, Lovett & Dale, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Paul C. Breford,** Executive Vice President **James H. Moore,** and Vice President and Secretary **Henry E. Thomas.**

SPOKANE, Wash.—KXLY-TV, 315 **W. Sprague, Spokane,** VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 54.95 kw aural; antenna height above average terrain 840 ft., above ground 781 ft. Estimated construction cost $377,800, first year operating cost $380,000, revenue $285,000. Post Office address: E. B. Craney, 315 W. Sprague, Spokane, Wash. Studio location: 315 W. Sprague, Spokane, Wash. Transmitter location: 41st & Regal Streets. Geographic coordinates: 47° 36′ 56″ N. Lat., 117° 22′ 06″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Wheeler & Wheeler, Washington, D. C. Consulting engineer George P. Adair, Washington. Principals include **Symons Broadcasting Co.** (50%), licensee KXLY, Spokane; **Harry L. (Bing) Crosby Jr.** (47.6%), minority stockholder KMPC Hollywood, 24% owner KMBY Monterey, Calif. Symons Broadcasting Co. owned by **E. B. Craney** (49.6%), **John L. Wheeler** (16.3%) and **Lulu M. Wheeler** (33.23%).

YAKIMA, Wash.—KIT Inc. (KIT), UHF Ch. 23 (524-530 mc); ERP 22 kw visual, 11 kw aural; antenna height above average terrain 959 ft., above ground 150 ft. Estimated construction cost $233,467, first year operating cost $200,000, revenue not estimated. Post Office address: 914½ Broadway, P. O. Box 1651, Tacoma, Wash. Studio location: 414½ East Yakima Ave. Transmitter location: Ahthanum Ridge Road. Geographic coordinates: 46° 31′ 56″ N. Lat., 120° 30′ 30″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **Carl E. Haymond** (97.64%), and Vice President **Carl D. Haymond** (2.36%).

†BECKLEY, W. Va.,—Southern W. Va. Television Inc., VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,280 ft., above ground 503 ft. Estimated construction cost $314,215, first year operating cost $264,000, revenue $300,000. Post Office address: Raleigh County Bank, Beckley, W. Va. Studio location: 1565 Harper Road. Transmitter location: about 14 mi. SSW of Beckley atop Indian Grave Mt. Geographic coordinates 37° 35′ 30″ N. Lat., 81° 09′ 00″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer E. C. Page Consulting Engineers, Washington. Principals include President and Treasurer **Grover C. Hedrick** (10%), Vice President **N. Joe Rahall,**

president and director WKAP Allentown, Pa. (27.5%), and Secretary **Oppie F. Hedrick** (5%).

CHARLESTON, W. Va.—Capitol Television Inc. VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 152 kw aural; antenna height above average terrain 745 ft., above ground 500 ft. Estimated construction cost $413,077, first year operating cost $300,000, revenue $350,000. Post Office address: Security Bldg., Charleston, W. Va. Studio location: To be determined. Transmitter location: 1.6 mi. from junction of U. S. 21 and W. Va. 25. Geographic coordinates: 38° 23′ 07″ N. Lat., 81° 41′ 33″ W. Long. Transmitter DuMont, antenna DuMont. Legal counsel Welch, Mott and Morgan, Washington. Consulting engineer E. C. Page Consulting Engineers, Washington. Principals include President **C. W. Meadows** (10%), Vice President **W. T. Lively** (10%), Treasurer Saul Cohen (10%), Secretary **Sam G. Rahall** (34%), **Hugh Stewart** (9%), and **G. Lester Hash** (8%).

CHARLESTON, W. Va. — Chemical City Bcstg. Co. (WTIP), UHF Ch. 49 (680-686 mc); ERP 18.63 kw visual, 9.31 kw aural; antenna height above average terrain 340 ft., above ground 323 ft. Estimated construction cost $195,500, first year operating cost $132,000, revenue $132,000. Post Office address: Box 3032, Charleston. Studio location: Fife St. Transmitter location: Wilkie Drive. Geographic coordinates 38° 20′ 44.4″ N. Lat., 81° 39′ 30.5″ W. Long. Transmitter RCA, antenna RCA. Legal counsel J. A. K. Donovan, Falls Church, Va. Consulting engineer Gus Zaharis, Charleston, W. Va. Principals include President **Gus Zaharis** (50.1%), Vice President-Secretary **A. G. Thompson** (2%). Treasurer **Penelope Zaharis** (25%), **J. K. Zaharis** (22.9%).

CHARLESTON, W. Va.—Tierney Co. (WCHS), VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 200 kw aural; antenna height above average terrain 661 ft., above ground 500 ft. Estimated construction cost $654,521, first year operating cost $576,520, revenue $545,505. Post Office address: 1111 Virginia St., E., Charleston. Studio location: 1111 Virginia St., E., Charleston. Transmitter location: 7½ mi. W of center of Charleston. Geographic coordinates: 38° 21′ 43″ N. Lat., 81° 45′ 57″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President-Treasurer **Lewis C. Tierney** (61.27%), Vice President-General Manager **John T. Gelder Jr.** (0.33%), Assistant Treasurer **Mrs. Laurence E. Tierney** (8.81%). Secretary **Laurence E. Tierney Jr.** and Vice President-Assistant Secretary **Albert S. Kemper Jr.** own shares which are turned over to President **Lewis C. Tierney** as record holder and voting trustee; Estate of **John L. Tierney (Mrs. Margaret Bell Tierney, administratrix** (5.42%).

† **CLARKSBURG, W. Va.—Clarksburg Bcstg. Co. (WPDX-AM-FM),** VHF Ch. 12 (204-210 mc); ERP 50 kw visual, 25 kw aural; antenna height above average terrain 1000 ft., above ground 647 ft. Estimated construction cost $255,255, first year operating cost $200,000, revenue $250,000. Post Office address: 339 West Main Street, Clarksburg, W. Va. Studio location: 339 W. Main St. Transmitter location outside of Clarksburg city limits nr Lodgeville, 0.6 mi. N. of US 50. Geographic coordinates 30° 17′ 16″ N. Lat., 80° 17′ 34″ W. Long. Transmitter GE, antenna GE. Legal counsel Sidney V. Smith, Washington. Consulting engineer John J. Keel, Washington. Principals include President **O. L. Billingsley** (22.1%), Vice President **R. D. Hough** (22.1%), Treasurer **R. C. Warden** (22.1%), Secretary **G. B. Hamilton** (22.1%) and **R. H. Morgan** (8.8%).

† **EAU CLAIRE, Wis.—Central Bcstg. Co. (WEAU),** VHF Ch. 13 (210-216 mc); ERP 52.2 kw visual 26.6 kw aural; antenna height above average terrain 840 ft., above ground 837 ft. Estimated construction cost $309,445, first year operating cost $236,000, revenue $290,000. Post Office address: 203 Barstow Street, Eau Claire. Studio and transmitter location: Clairemont Avenue & Trimble. Geographic coordinates 44° 47′ 41″ N. Lat., 91° 28′ 55″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Arthur W. Scharfeld, Washington. Consulting engineer None. Principals include President-Director **W. C. Bridges** (18⅔%), Vice President **Marshall Atkinson** (⅔%), Secretary-Treasurer **Morgan Murphy** (14⅓%), **Elizabeth Murphy** (40%), **Eau Claire Press Co.** (24⅓%).

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Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.

A Service of Radio Corporation of America
350 West Fourth Street, New York 14, N. Y.

GREEN BAY, Wis.—Norbertine Fathers (WBAY), VHF Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 453 ft., above ground 383 ft. Estimated construction cost $463,700, first year operating cost $180,000, revenue $120,000. Post Office address: P. O. Box 633, Green Bay, Wis. Studio location: Columbus Club Bldg., 115 South Jefferson St. Transmission location: Glenmore Road, East of De Pere, Wis. Geographic coordinates: 44° 24′ 20″ N. Lat., 87° 58′ 10″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer George C. Davis, Washington. Principals include President **S. M. Kolleen,** Vice President **D. M. Burke,** Treasurer **M. J. Beemster** and **R. D. Mulroy.** Applicant is non-profit, non-stock corporation.

La CROSSE, Wis.—WKBH Television Inc. (WKBH), VHF Ch. 8 (180-186 mc); ERP 107 kw visual, 54 kw aural; antenna height above average terrain 825 ft., above ground 579 ft. Estimated construction cost $239,500, first year operating cost $90,000, revenue $75,000. Post Office address: 409 Main St., La Crosse, Wis. Studio location: 409 Main St. Transmitter location: Town Road and School Section Road. Geographic coordinates 43° 41′ 44″ N. Lat., 91° 12′ 09″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **Howard Dahl,** Vice President **Harry Dahl** and Secretary-Treasurer **Kenneth Dahl.**

† **MADISON, Wis.—Radio Wisconsin, Inc. (WISC-AM-FM),** VHF Ch. 3 (60-66 mm); ERP 60.7 kw visual, 30.35 kw aural; antenna height above average terrain 471 ft., above ground 500 ft. Estimated construction cost $266,411, first year operating cost $240,000, revenue $290,000. Post Office address: 114 North Carroll Street, Madison. Studio and transmitter location: Hwy. PD 4½ miles SW of capital bldg. Geographic coordinates 43° 00′ 59″ N. Lat., 89° 25′ 22″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Arthur W. Scharfeld, Washington. Principals include President **Morgan Murphy** (15.2%), Vice President **Harry Sauthoff** (25.0%), Secretary **Elizabeth B. Murphy** (0.2%). Treasurer **W. C. Bridges** (11.6%). The Evening Telegram Co. Inc. of Superior, Wisc. owns 48% of the Applicant.

MADISON, Wis.—Badger Bcstg. Co. (WIBA-AM-FM), VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 753 ft., above ground 750 ft. Estimated construction cost $485,772, first year operating cost $206,400, revenue $175,000. Post Office address: 3800 Regent Street, Madison, Wisc. Studio location: 3800 Regent Street, Madison, Wisc. Transmitter location: Glenway & Regent Sts. Geographic coordinates 43° 04′ 01″ N. Lat., 89° 26′ 18″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Thomas Wilson (Dow, Lohnes & Albertson), Washington. Consulting engineer George C. Davis, Washington. Principals include President **William T. Evjue,** Vice President **Don Anderson,** Secretary **H. D. Sage,** Treasurer **Tom C. Bowden.** The Capital Times Co. (Madison) and Wisconsin State Journal (Madison) own majority of stock.

† **MARINETTE, Wis. — M&M Bcstg. Co. (WMAM),** VHF Ch. 11 (198-204 mc); ERP 115 kw visual, 57.5 kw aural; antenna height above average terrain 444 ft., above ground 574 ft. Estimated construction cost $308,978, first year operating cost $150,000, revenue $170,000. Post Office address: Radio Park, Marinette, Wis. Transmitter location: Near Oconto, Wis. Geographic coordinates 44° 57′ 20″ N. Lat., 87° 50′ 00″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **William E. Walker** (50%), president of Beaver Dam Bcstg. Co. (WBEV-Beaver Dam, Wis.), KXGI Inc. (KXGI Fort Madison, Iowa); Secretary-Treasurer **Joseph D. Mackin** (23.33%), Vice President **Frank Lauerman Jr.** (3.33%).

† **MILWAUKEE, Wis. — Hearst Corp. (WISN-AM-FM),** VHF Ch. 10 (192-198 mc); ERP 28 kw visual, 14 kw aural; antenna height above average terrain 439 ft., above ground 535 ft. Estimated construction cost $460,483, first year operating cost $1,000,000, revenue $900,000. Post Office address: 959 Eighth Ave., New York 19. Studio location: 1900 W. Wisconsin Ave., Milwaukee, Wis. Transmitter location: Wisconsin Tower Bldg., 606 W. Wisconsin Ave., Milwaukee. Geographic coordinates 43° 02′ 19″ N. Lat., 87° 55′ 11″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include Chairman of Board **M. F. Huberth,** President **R. E. Berlin,** Vice Presidents **W. R. Hearst Jr., John R. Hearst, H. S. MacKay Jr.,** and **H. G. Kern, R. A. Carrington Jr., W. M. Baskervill** and **Randolph A. Hearst** are trustees and vote stock jointly.

† **MILWAUKEE, Wis. — Wisconsin Bcstg. Co. (WFOX),** VHF Ch. 12 (204-210 mc); ERP 28.9 kw visual, 14.5 kw aural; antenna height above average terrain 480 ft., above ground 434 ft. Estimated construction cost $192,511, first year operating cost $750,000, revenue $1,000,000. Post Office address: 208 E. Wisconsin Ave., Milwaukee 2, Wis. Studio and transmitter location: 208 E. Wisconsin Ave. Geographic coordinates 43° 02′ 20″ N. Lat., 87° 54′ 17″ W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer E. C. Page, Washington. Principals include President **Charles J. Lanphier** (50.4%), Vice President **Thad F. Wasielcwski** (13.9%), Treasurer **Robert E. Tehan** (10%), Secretary **Stanley H. Nastal** (12.9%) and **Helen Nastal** (7.1%).

† **WAUSAU, Wis.—Rib Mountain Radio Inc.,** VHF Ch. 7 (174-180 mc); ERP 48.6 kw visual, 24.3 kw aural; antenna height above average terrain 814 ft., above ground 337 ft. Estimated construction cost $240,445, first year operating cost $263,350, revenue $304,500. Post Office address: Charles B. Persons, WEBC Bldg., Duluth, Minn. Studio location: to be determined. Transmitter location: near Wausau. Geographic coordinates 44° 55′ 20″ N. Lat., 89° 40′ 45″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Arthur W. Scharfeld, Washington, D. C. Consulting engineer Charles B. Persons, Duluth, Minn. Principals include Central Broadcasting Co. (60%), Record-Herald Co. (40%) Parties to application also have interest in WEAU, Eau Claire, Wis., WEBC Duluth, Minn., WMFG Hibbing, Minn., WISC, Madison, Wis., KVOL Lafayette, Louisiana, WJMC Rice Lake, Wis.

HONOLULU, Hawaii—Pacific Frontier Broadcasting Co. (KULA), VHF Ch. 2 (54-60 mc); ERP 48 kw visual, 24 kw aural; antenna height above average terrain 1,750 ft., above ground 200 ft. Estimated construction cost $371,623, first year operating cost $374,245, revenue $425,000. Post Office address: Jack A. Burnett, P.O. Box 1479, 4617 Kalanianaole Highway, Honolulu. Studio location: 1080 Ala Moana, Honolulu. Transmitter location: Mt. Tantalus, 0.4 mi. N. of Tantalus Dr. Geographic coordinates 21° 20′ 22″ N. Lat., 157° 48′ 56″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include Interstate Broadcasting Corp. (39.875%), licensee of KLO Ogden, Utah; President **A. L. Glassmann,** chairman of board and 62% owner Interstate Broadcasting; Vice President **Jack A. Burnett** (16.26%), KULA manager; **Robert H. Hinckley** (32.865%), director of ABC and owner of auto and appliance distributing firm in Ogden, and Director **Alice P. Mayo** (9%), 70% owner KROC Rochester, Minn.

HONOLULU, Hawaii — Radio Honolulu Ltd., VHF Ch. 11 (198-204 mc); ERP 117.49 kw visual, 58.75 kw aural; antenna height above average terrain 20.8 ft., above ground 337 ft. Estimated construction cost $335,950, first year operating cost $156,800, revenue $156,800. Post Office address: PO Box 2727, Honolulu. Studio location: To be determined. Transmitter location: Sheridan and Kapiolani Sts., Honolulu. Geographic coordinates 21° 17′ 55.1″ N. Lat., 157° 50′ 53.22″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Barnes & Neilson, Washington. Consulting engineer Bernard Assoc., Hollywood, Calif. Principals include President **Walter H. Dillingham** (500 sh), independent real estate broker; Vice President **Arthur E. Varner** (1,000 sh), president, general manager and owner of 58% of Western Roofing Co.; Secretary **William A. Cottrell** (1,000 sh), U. S. Veterans employment representative for Hawaii; Executive Vice President **Herbert M. Richards** (15,000 sh), secretary of Kahua Ranch Ltd., assistant secretary of Waialua Water Co., special partner of Weaver & Co., director in several firms such as newspaper publishers, electric and telephone companies, insurance and trust firms. All subscribed stock is non-voting, except that of Mr. Richards.

† **SAN JUAN, Puerto Rico—El Mundo Bcstg. Corp. (WKAQ),** VHF Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1279 ft., above ground 300 ft. Estimated construction cost $463,355, first year operating cost $300,000, revenue $200,000. Post Office address: Box 1072, San Juan, Puerto Rico. Studio location: Stop 11, Ponce de Leon Ave. Transmitter location: Cerro Marqueso Mt., 12 mi. S. of San Juan. Geographic coordinates 18° 16′ 53″ N. Lat., 66° 06′ 46″ W. Long. Transmitter GE, antenna GE. Legal counsel Segal, Smith & Hennessy, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Angel Ramos** (99.9%), Secretary **Jose G. Gonzalez** (less than 1%), Treasurer **Ramos Arandes** (less than 1%).

EXISTING STATIONS—
CHANGE OF CHANNELS

WHAM-TV Rochester N. Y. Stromberg-Carlson Co., VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 497 ft., above ground 325 ft. Estimated cost of change $112,313. Transmitter RCA, antenna RCA. Change from Ch. 6 (82-88 mc.), ERP 23.4 kw visual, 11.7 kw aural.

WSYR-TV Syracuse, N. Y.—Central New York Bcstg. Corp., VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1000 ft., above ground 580 ft. Estimated cost of change $212,018. Transmitter GE, antenna GE. Change from Ch. 5 (76-82 mc); ERP 23 kw visual and aural.

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at deadline

51 MORE APPLICATIONS FILED FOR TELEVISION

ADDITIONAL applications for new TV stations available Thursday at FCC totaled 51, augmenting requests available earlier in week (see page 62). Applicants and channels asked:

KPOA Honolulu, T. H., Ch. 4, ERP 54 kw, antenna 173.38 ft., construction cost $245,224, operating cost $300,000, revenue $300,000.

RIVERSIDE, Calif., California Telecasters, Ch. 40, ERP 21.186 kw, antenna 724.9 ft., construction cost $136,523, operating cost $150,000, revenue $150,000. General partnership **Joel J. Bourdon** (10%), **Bernard F. Malkin** (30%), **Joel Prescott II** (20%), **Robert W. Davidson** (10%), **William C. Wallace** (30%).

KSBR (FM) Stockton, Calif., Ch. 13, ERP 158 kw, antenna 3118 ft., construction cost $405,000, operating cost $280,000, revenue $410,000.

DENVER, Col.—Denver Television Co., Ch. 7, ERP 316 kw, antenna 791 ft., construction cost $545,422, operating cost $600,000, revenue $500,000. Principals: President **John M. Wolfberg** (33.96%), Vice President **F. Kirk Johnson** (19.62%), Treasurer **Max G. Brooks.**

WPDQ Jacksonville, Fla., Ch. 12, ERP 316 kw, antenna 623 ft., construction cost $30,500, operating cost $230,000, revenue $325,000.

† **WTOC-AM-FM Savannah, Ga.,** Ch. 11, ERP 228 kw, antenna 478.5 ft., construction cost $446,757, operating cost $188,896.

WRBL, Columbus, Ga., Ch. 4, ERP 15.2 kw, antenna 442 ft., construction cost $220.054, operating cost $120,000, revenue $150,000.

† **WIND Chicago, Ill.,** Ch. 26, ERP 1000 kw, antenna 518 ft., construction cost $502,197, operating cost $935,000, revenue $1,362,400.

JOLIET, Ill.—Sanders Bros., UHF Ch. 48.

† **WIRL Peoria, Ill.,** Ch. 8, ERP 92.4 kw, antenna 483 ft., construction cost $305,000, operating cost $305,000, revenue $346,000.

† **WIRE Indianapolis, Ind.,** Ch. 13, ERP 316 kw, antenna 694 ft., construction cost $566,622, operating cost $350,000, revenue $450,000.

† **KXEL Waterloo, Iowa,** Ch. 7, ERP 24.32 kw, antenna 522 ft., construction cost $125,769, operating cost $120,000, revenue $125,000.

† **KJAY Topeka, Kan.,** Ch. 13, ERP 25.2 kw, antenna 534 ft., construction cost $174,231, operating cost $225,000, revenue $250,000.

KAKE Wichita, Kan., VHF Ch. 10, ERP 316 kw, antenna 443 ft., construction cost $571,802, operating cost $402,000, revenue $405,756.

† **KFH Wichita, Kan.,** Ch. 3, ERP 100 kw, antenna 939 ft., construction cost $661,049, operating cost $556,920, revenue $200,000.

† **WICHITA, Kans.—Sunflower Television Co.,** Ch. 3, ERP 100 kw, antenna 939 ft., construction cost $658,500, operating cost $444,200, revenue $427,648. Principals: **E. V. Yingling** (25%), stockholder in Yingling Chevrolet Co.; **W. L. Hartman** (25%), independent oil operator; **Virgil S. Browne** (25%), stockholder, Coca Cola Bottling Co.; **George P. Hollingbery** (12½%), owner George P. Hollingbery Co., station representative; and **John D. Montgomery** (12½%), publisher *Miami Beach Florida Sun.*

NORTH ADAMS, Mass.—Greylock Bcstg Co., UHF Ch. 15, ERP 9.24 kw, antenna 263.2 ft., construction cost $163,000, operating cost $160,000, revenue $170,000. Applicant licensee WBRK Pittsfield, Mass.

WSPR Springfield, Mass., Ch. 61, ERP 116 kw, antenna 976 ft., construction cost $265,000, operating cost $250,000, revenue $225,000.

WHFB Benton Harbor, Mich., Ch. 42, ERP 17.4 kw, antenna 478 ft., construction cost $301,204, operating cost $240,000, revenue $50,000.

DULUTH, Minn.—Lakehead Telecasters Inc., Ch. 6, ERP 55 kw, antenna 805 ft., construction cost $354,500, operating cost $300,000, revenue $300,000. Principals: President **William B. Fryberger** (5%), Vice President **Frank E. Mahon** (7%), Secretary **Arthur M. Clure** (3%). Some stockholders of applicant also stockholders WREX Duluth.

† **MINNEAPOLIS, Minn.—Upper Midwest TV Co.,** Ch. 9, ERP 316 kw, antenna 512 ft., construction cost $566,340, operating cost $678,880, revenue $797,534. Principals: **Cowles Bcstg Co.** (72.3%); President **John Cowles**; Vice President **Stanley Hawks**, Secretary-Treasurer **Harold E. Wood.**

WXKW Albany, N. Y., Ch. 35, ERP 26.8 kw, antenna 818 ft., costs not given.

SCHENECTADY, N. Y.—Champlain Valley Bcstg. Corp., UHF Ch. 35, ERP 26.8 kw, antenna 818 ft.

† **SCHENECTADY, N. Y.—Van Curler Bcstg Corp.,** Ch. 35, ERP 12 kw, antenna 1,520 ft., construction cost $400,000, operating cost $300,000, revenue $225,000. Principals: President **Simon H. Fabian** (25%) president of Fabian Theatres Corp.; Vice President **Samuel Rosen** (25%); Vice President **Eleanor Fabian Rosen** (25%) and Secretary **Edward L. Fabian** (25%).

† **WIMA Lima Ohio,** Ch. 35, ERP 101 kw, antenna 331 ft., construction cost $227,564, operating cost $180,000, revenue $220,000.

MANSFIELD, Ohio, Fergum Theatres Inc., Ch. 36, ERP 17 kw, antenna 700 ft., construction cost $236,360, operating cost $200,000, revenue $180,000. Principals: President **William N. Skirball** (40.7%), theatre and retail candy interests; Vice President **Jack H. Skirball** (40.7%), independent motion picture producer, and Secretary-Treasurer **Joseph Lissauer,** general manager of applicant.

MANSFIELD, Ohio, Mansfield Journal Co., Ch. 36, ERP 94.0 kw, antenna 517 ft., construction cost $350,300, operating cost $295,000, revenue $315,000. Principal: President and Treasurer **I. Horvitz** (99.6%).

† **TOLEDO, Ohio, Toledo Blade Co.,** Ch. 11, ERP 316 kw, antenna 445 ft., construction cost $400,441, first year operating cost $620,000, revenue $850,000.

OKLAHOMA CITY, Okla., Oklahoma Television Corp., Ch. 9, ERP 316 kw, antenna 1544 ft., construction cost $1,350,000, operating cost $600,000, revenue $600,000. President **Roy J. Turner** (20%) oil business executive; Vice President **F. E. Harper** (10%) oil business executive; Secretary **Henry S. Griffing**; Treasurer **Luther T. Dulaney** (30%) appliance distributor.

KORE Eugene, Ore., Ch. 13, ERP 11.5 kw, antenna 555.2 ft., construction cost $223,790, operating cost $175,000, revenue $185,000.

KFJI Klamath Falls, Ore., Ch. 2, ERP 15.04 kw, antenna 458 ft., construction cost $156,200, operating cost $175,000, revenue $175,000.

WHAN Charleston, S. C., Ch. 2, ERP 54.96 kw, antenna 351.2 ft., construction cost $224,293, operating cost $150,000, revenue $175,000.

WSPA Spartanburg, S. C., Ch. 7, ERP 288 kw, antenna 769 ft., construction cost $540,192, operating cost $400,000, revenue $250,000.

WOPI-AM-FM Bristol, Tenn., Ch. 5, ERP 100 kw, antenna 807 ft., construction cost $318,756, operating cost $100,000, revenue $115,000.

† **WKPT Kingsport, Tenn.,** Ch. 28, ERP 22.2 kw, antenna 962 ft., construction cost $193,200, operating cost $100,000, revenue $125,000.

† **WKDA Nashville, Tenn.,** Ch. 5, ERP 16.40 kw, antenna 855 ft., construction cost $407,210, operating cost $583,668, revenue $720,871.

† **KFDM Beaumont, Tex.,** Ch. 6, ERP 100 kw, antenna 500 ft., construction cost $317,450, operating cost $200,000, revenue $350,000.

† **EL PASO, Tex.—Franklin Bcstg. Co.,** Ch. 9, ERP 12.052 kw, antenna 1756.0 ft., construction cost $233,785.

† **KFJZ Ft. Worth, Tex.,** Ch. 10, ERP 222 kw, antenna 587 ft., construction cost $535,935, operating cost $375,000, revenue $450,000.

† **KXYZ Houston, Tex.,** Ch. 13, ERP 316 kw, antenna 674 ft., construction cost $560,153, operating cost $485,000, revenue $600,000.

† **HOUSTON, Tex.—Lechner Television Co.,** Ch. 13, ERP 316 kw, antenna 444 ft., construction cost $542,000, operating cost $386,000, revenue $460,000. W. W. Lechner, sole owner, owns 100% of W W. Lechner Inc., Dallas, (oil and gas exploration and production), and is 50% owner of Hamack Oil Co., Dallas.

† **HOUSTON, Tex.—South Texas Television Co.,** Ch. 13, ERP 316 kw, antenna 500 ft., construction cost. $1,026,825, operating cost $800,000, revenue $1,000,000. President **John Paul Goodwin** (33⅓%), owner, Goodwin-Dannenbaum Adv.; Vice President **C. P. Simpson** (33⅓%), senior partner Simpson-Gillman Pontiac Co. and Secretary-Treasurer **Howard T. Tellepsen** (33⅓%) president, Tellepsen Construction Co.

LUBBOCK, Tex., Texas Telecasting Inc., Ch. 13, ERP 31.0 kw, antenna 982 ft., construction cost $469,676, operating cost $180,000, revenue not estimated. President **W. D. Rogers Jr.** (22.19%), Vice President **Vernice Ford** (23.0%), Secretary-Treasurer **W. W. Conley** (11.0%), **Roger L. Kuykendall** (23.0%).

† **KPAC Port Arthur, Tex.,** Ch. 4, ERP 100 kw, antenna 498 ft., construction cost $289,128, operating cost $250,000, revenue $222,000.

† **WESLACO, Tex.—Rio Grande Television Corp.,** Ch. 5, ERP 100 kw, antenna 804 ft., construction cost $290,000, operating cost $225,000, revenue $225,000. President and sole owner **Thomas O. Payne,** Secretary-Treasurer **H. C. Cockburn.**

† **WHYU Newport News, Va.,** Ch. 33, ERP 21.6 kw, antenna 303 ft., construction cost $152,050, operating cost $130,000, revenue $170,000.

WDBJ Roanoke, Va., Ch. 7, ERP 316 kw, antenna 1,936 ft., construction cost $525,063, operating cost $238,450, revenue $191,400.

† **WROV Roanoke, Va.,** Ch. 7, ERP 59 kw, antenna 670 ft., construction cost $259,576, operating cost $165,504, revenue $160,000.

ROANOKE, Va., Polan Industries, Ch. 10, ERP 119 kw, antenna 1,391 ft., construction cost $290,000, operating cost $205,000, revenue $225,000. Principals: **Albert S. Polan, E. G. Polan, Lincoln M. Polan, Dr. Charles M. Polan, Lake Polan,** each 20%.

† **WVVW Fairmont, W. Va.** (Resubmitted), Ch. 35, ERP 17.4 kw, antenna 237 ft., construction cost $176,780, operating cost $60,000, revenue $75,000.

† **WHTN Huntington, W. Va.,** Ch. 13, ERP 242 kw, antenna 466.5 ft., construction cost $324,806, operating cost $260,000, revenue $300,965.

Editor's Note: Applications appearing on this page were delayed in processing by July 1st rush at FCC. More complete summary will appear B•T July 14.

RWG WIRES NETWORKS

RADIO WRITERS Guild sent telegrams to ABC, CBS Radio and NBC Thursday requesting broadcast time to tell their side of story to public. Union claimed networks had broadcast news of strike of radio news writers that did not give "fair and accurate" picture of issues involved (see story page 38). Networks had not replied late Thursday.

PEOPLE . . .

WILLIAM WREN, J. Walter Thompson Co., N. Y., to media staff, Dancer-Fitzgerald-Sample, that city, as timebuyer.

JAMES ROGER WOLLENBERG has been appointed by FCC to be Assistant General Counsel in Charge of Litigation [CLOSED CIRCUIT, June 30]. Mr. Wollenberg leaves Dept. of Justice where he has been Assistant Chief of the Appeals Section, Anti-Trust Div.

MEL ALLEN, sports announcer, signed by Washington Redskins pro football team, to broadcast and telecast 1952 games, succeeding Harry Wismer. Jim Gibbons continues to handle color for Redskins.

PERCEY L. SCHOENEN, executive vice president and secretary of Olympic Radio & Television Inc., set manufacturer, Long Island City, has been elected president succeeding Adolphe A. Juviler, now board chairman.

ALFRED G. DiGIOVANNI, account research manager of marketing research department of Sullivan, Stauffer, Colwell & Bayles, New York, joins CBS Television Spot Sales as assistant research manager, effective immediately.

PARAMOUNT HEARING

THURSDAY session of Paramount hearing at FCC (one issue of which is merger of ABC with United Paramount Theatres) saw Paul Porter, ex-FCC chairman and now Paramount counsel, continue his protracted cross-examination of Arthur Levey, president of Skiatron Electronic & Television Corp. Decade ago Mr. Levey, then heading American operations for Scophony Ltd., British firm holding various TV patents including that to dark trace (Skiatron) tube, was carrying on what Mr. Porter described as "aggressive" promotion tactics [B•T, June 30]. Last week Mr. Porter was criticized for extensive cross-examination of Mr. Levey; he replied:

> . . . Commission counsel have undertaken to develop [that Scophony] . . . was a proven type of development . . . [that it] was a company that Paramount and GPE could invest in and come along and develop a competitive force in the television industry in this country.
>
> I am merely undertaking to show here the grandiose schemes that are attempted to be shown through the Commission's case, what the reality of the situation was at that time, the fact that there were these small and minor items. . . .
>
> . . . there had been diligent efforts by Mr. Levey and Mr. Sagall [another representative of Scophony Ltd. in U. S.] to interest others [in investing in Scophony]. . . . They [Scophony] were in desperate condition. . . . Mr. Levey states that there is some kind of responsibility on the part of Paramount and GPE to continue to pour money into this development and to bring it up to a level of an international, world-wide kind of enterprise.

Mr. Porter said that ex-FCC Commissioner Ewell K. Jett would be subpenaed to appear at the hearing.

Meet your BEST CUSTOMER

Who is he? He's the American Farmer, the current American capitalist. He's the real owner of his own business—and farming is big business today.

He makes a lot, he saves a lot, he spends a lot. He's your best prospective customer.

One-tenth of all these prosperous prospects for your product live in WLW-Land—One-tenth of America. The best way to reach them is by Radio... and the most effective and economical radio in this area is WLW.

The full story of "Your Best Customer"—all the facts and figures—is on film. Ask to see it.

WLW **The Nation's Station**

WLW
1922 · 1952
30th year

You, too, can still catch the
"BANDWAGON" *on* KYW!

Even if this is the second week of July, you still have time to get *your* grocery product on the KYW "Summer Bandwagon".. the plan that brings *bonus merchandising* for advertisers in more than 3,000 better stores and supermarkets throughout the Philadelphia metropolitan area.

This hot-weather promotion and merchandising plan is boosting sales right now for some 22 KYW advertisers. It assures effective and plentiful retail cooperation, both in-store and via the stores' own advertising. The "Bandwagon" promotion will continue through the middle of September.. and it is offered without charge to grocery product advertisers who buy time on KYW, in accordance with this plan, for a period of four weeks or more.

Here's an economical, sure-fire hypo for summer sales in this important market. Reach for your telephone now to call KYW (LOcust 4-3700) or any Free & Peters office.

KYW

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50,000 WATTS

NBC AFFILIATE

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National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales